

JPRS-UCG-84-005

21 March 1984

USSR Report

CONSUMER GOODS AND DOMESTIC TRADE



FOREIGN BROADCAST INFORMATION SERVICE

NOTE

JPRS publications contain information primarily from foreign newspapers, periodicals and books, but also from news agency transmissions and broadcasts. Materials from foreign-language sources are translated; those from English-language sources are transcribed or reprinted, with the original phrasing and other characteristics retained.

Headlines, editorial reports, and material enclosed in brackets [] are supplied by JPRS. Processing indicators such as [Text] or [Excerpt] in the first line of each item, or following the last line of a brief, indicate how the original information was processed. Where no processing indicator is given, the information was summarized or extracted.

Unfamiliar names rendered phonetically or transliterated are enclosed in parentheses. Words or names preceded by a question mark and enclosed in parentheses were not clear in the original but have been supplied as appropriate in context. Other unattributed parenthetical notes within the body of an item originate with the source. Times within items are as given by source.

The contents of this publication in no way represent the policies, views or attitudes of the U.S. Government.

PROCUREMENT OF PUBLICATIONS

JPRS publications may be ordered from the National Technical Information Service (NTIS), Springfield, Virginia 22161. In ordering, it is recommended that the JPRS number, title, date and author, if applicable, of publication be cited.

Current JPRS publications are announced in Government Reports Announcements issued semimonthly by the NTIS, and are listed in the Monthly Catalog of U.S. Government Publications issued by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Correspondence pertaining to matters other than procurement may be addressed to Joint Publications Research Service, 1000 North Glebe Road, Arlington, Virginia 22201.

Soviet books and journal articles displaying a copyright notice are reproduced and sold by NTIS with permission of the copyright agency of the Soviet Union. Permission for further reproduction must be obtained from copyright owner.

21 March 1984

USSR REPORT
CONSUMER GOODS AND DOMESTIC TRADE

CONTENTS

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

| | |
|--|----|
| Inferior Merchandise, Supply Problems Discussed (IZVESTIYA, various dates) | 1 |
| Consumer Goods Shortages, Causes Sluggish Improvement of Consumer Goods, by V. Romanyuk Ukrainian Consumer Goods Supply, by Ye. Kachalovskiy | |
| Characteristics of Trade Turnover Economic Potential Discussed (G. Kulagina; VESTNIK STATISTIKI, No 11, Nov 83) | 12 |
| Trade Turnover Statistics (VESTNIK STATISTIKI, No 11, Nov 83) | 25 |
| Trade in Produce Figures Published (Yu. Zhebrauskas; SOVETSKAYA LITVA, 27 Oct 83) | 27 |
| Consumer Goods Price Reductions (N. T. Glushkov Interview; ZARYA VOSTOKA, 1 Dec 83) | 30 |
| State and Cooperative Trade Turnover (SOVETSKAYA TORGOVLYA, 17 Sep 83) | 34 |
| Advocacy of Production of Plastic Goods (A. Lobko; EKONOMICHESKAYA GAZETA, No 2, Jan 84) | 35 |
| Production Shortcomings Discussed (A. Yevteyev; RABOCHAYA GAZETA, 13 Nov 83) | 38 |
| Food-Processing Plant Construction Underway in Kiev (V. Shamet'ko; RABOCHAYA GAZETA, 11 Nov 83) | 42 |

| | |
|---|----|
| Poor Produce Distribution in Moscow Area Discussed (IZVESTIYA, 25 Sep, 3 Oct 83) | 46 |
| Fruit, Vegetable Shortage Criticized, by G. Shipit'ko, O. Pavlov Follow-up Article on Produce, by O. Pavlov | |
| Lack of Suitable Children's Clothing Discussed (Lidiya Nikolayevna Chalaya Interview; IZVESTIYA, 8 Dec 83) | 54 |
| Briefs | |
| Corrective Actions Taken | 58 |

HOUSING AND PERSONAL SERVICES

| | |
|---|----|
| BSSR Official Discusses Importance of Consumer Services Organizations (I. Polyakov; SOVETSKAYA ROSSIYA, 18 Sep 83) | 59 |
| Housing Construction Plan Fulfillment, Shortfalls Recounted (A. Dron'; RABOCHAYA GAZETA, 3 Nov 83) | 64 |
| Quality of Service Depends on Geography of Service (N. Kobelev; PRAVDA, 18 Sep 83) | 67 |
| Rules, Qualifications for Prize Nominations Described (SOVETSKAYA TORGOVLYA, 17 Sep 83) | 70 |
| Changes in Telephone Subscriber's Charges (S. Kozyrev; KOMSOMOL'SKAYA PRAVDA, 16 Sep 83) | 72 |
| Author Reminds Readers State Pays for 'Free' Benefits (Aleksandr Lyapustin; PRAVDA, 24 Dec 83) | 74 |
| 'Moonlighters' Could Alleviate Consumer Services Personnel Shortage (Yu. Sillaste; SOVETSKAYA ESTONIA, 24 Nov 83) | 78 |
| New Social Program Reviewed (TASS, 20 Feb 84) | 83 |
| Massive Use of Prepared Foods in Public Catering Urged (Apolon Silagadze, Tengiz Tsintsadze; KOMUNISTI, 10 Dec 83) | 85 |
| Briefs | |
| Services in Kazakhstan | 86 |
| Per Capita Services Grow | 86 |
| Capital Investment Detailed | 86 |
| Kazakhstan Service Facilities Construction | 86 |
| Rural Services Developed | 86 |
| Industrial Service Centers | 86 |
| Mobile Services Provided | 87 |
| Preparation of Personnel | 87 |
| Lack of Services | 87 |

CONSUMPTION TRENDS AND POLICIES

| | |
|---|----|
| Increased Socialist Commitments for 1984-1985 Accepted (SOVETSKAYA BELORUSSIYA, 16 Nov 83) | 88 |
| Reforms Necessary for Public Catering Enterprises of Educational Institutions (SOVETSKAYA MOLDAVIYA, 16 Dec 83) | 89 |
| Briefs Necessity for Extended Hours | 92 |

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

INFERIOR MERCHANDISE, SUPPLY PROBLEMS DISCUSSED

Consumer Goods Shortages, Causes

Moscow IZVESTIYA in Russian 4 Nov 83 p 2

[Article by IZVESTIYA special correspondent V. Buldashov: "Scarce Goods"]

[Text] Just about every statistical reference contains information about how many refrigerators, television sets, washing machines and other cultural, personal and household items there are per 100 families in the nation. The initial demand for them has been completely met for all practical purposes. We now have a time of secondary demand, so to speak, when the individual no longer wants simply to acquire a specific household appliance but to replace the old appliance with a new model, more reliable, attractive and durable.

This also applies to most other articles needed in daily life. What are the immediate prospects for satisfying consumer demand for these, prospects for saturating the market with these products and improving their quality? This subject was discussed at one of the meetings of the preparatory commission for consumer goods and trade. It discussed figures for the draft State Plan for Economic and Social Development of the USSR for the Year 1984 and progress in fulfilling the plan this year for the production of cultural, personal and household merchandise. The meeting was directed by deputy Ye. F. Karpov, deputy chairman of the RSFSR Council of Ministers.

The USSR Gosplan, Ministry of the Light and Food Industry, Ministry of Nonferrous Metallurgy and Ministry of the Radio Industry, and a number of other Union ministries and departments presented reports.

Goods for everyone is a cause for everyone. The CPSU Central Committee recently approved an initiative by the collectives of the Ivanovskiy Cotton Combine imeni F. N. Samoylov, the Zarya Footwear Association in Moscow, the Yunost' Sewn Goods Association in Dmitrov, the Voroshilovgrad Knitwear Factory imeni 25th CPSU Congress, Uralmash and the Vilnius Furniture Combine, which appealed for the launching in the nation of socialist competition for increasing the output of quality consumer goods and accepted increased commitments for the years 1984 and 1985. Pointing out the special importance of this initiative, the deputies discussed the need to organize the work of universally disseminating the initiative. And not just at enterprises directly engaged in the production of consumer goods, but also in Group "A" branches, which ordinarily have a well-equipped production facility and skilled personnel for this.

But are there no additional reserves for increasing consumer goods production? The commission members considered almost every figure in the draft plan with this in mind. They also carefully studied questions on the state scale, which would appear to be specific matters but which actually affect the interests of hundreds of thousands of Soviet people. What kind of goods are needed, and how many? How much out of that which is required could realistically be produced today? What is causing the breakdowns? The deputies took notes as they listened to a report by the chairman of the USSR Gosplan.

Here are the questions.

"Many ministries and departments producing consumer goods did not fulfill plans for a number of articles for the first 2 years of the five-year plan and are falling behind this year as well. What is the cause of this?" the speaker was asked by deputy V. G. Pikusarov, first secretary of the Chernovtsy Oblast Committee of the Ukrainian Communist Party.

"Generally speaking, the ministries are still not assuming full responsibility. I feel that this is the main factor. Furthermore, the builders are slow in putting new capacities into operation, and there is a shortage of certain raw materials."

The answer given "generally speaking," did not satisfy the deputies. They pointed out that the Gosplan also has a considerable role and responsibility in this matter. Assignments for consumer goods production have been set for the branches. The Gosplan departments in charge of these matters--which, incidentally, receive information on the state of affairs every month--should not limit their work to the registering and assessing of the facts. Their control over the fulfillment of plans by the Union ministries and their assistance must be more effective.

"Why aren't the Malyutka washing machines for sale in the stores?" deputy G. G. Bartoshevich, second secretary of the Belorussian Communist Party Central Committee, asked the Gosplan chairman.

"They are, but there are not enough. They are in great demand. It is planned to increase output 1.7-fold next year."

"So we were producing 10 washing machines a year and now there will be 17?" the deputy asked with irony. "We obviously need to take 'unmarketable' items out of production and use those capacities for producing consumer goods in great demand."

"Unfortunately, Gosplan not only continues to reconcile itself to the production of goods not in demand but even permits their production to be increased," deputy I. P. Kalinina, director of the Scientific Research Institute of Horticulture in Siberia, said, entering into the discussion. "Certain brands of refrigerators, for one thing. For example, it is planned to increase the output of Pamira-5 and Snezhinka refrigerators in 1984. Why produce them, when the warehouses are already filled with them and they have not been in demand for years? It would be better to channel the funds and materials into production of new models."

These fragments of the discussion probably provide a graphic picture of the atmosphere of demandingness and exactingness in which the preparatory commission's meeting was held.

The deputies spoke of the need for the branch scientific research and planning and design organizations to do more to solve the problems, and to expand the study of consumer demand prospects.

There is presently a demand for the Malyutka--a washing machine simple to operate, which is produced in the Urals. Especially on the part of young families. It is inexpensive, costing 38 ruples--the modernized model--60 ruples. Is this not what is discouraging the enterprises from mastering its production? Is this not partly the reason for the skeptical comment by B. G. Pryadchenko, deputy USSR minister of machine building for the light and food industry and household appliances: The Malyutka is good for diapers, but the only machine which is good for serious washing, which really washes and restores the initial quality to the fibers is the Vyatka-avtomat (price 400 ruples), the production of which was recently mastered?

The deputies learned that the matter of enlarging the production of the inexpensive washing machine is also being held up by the shortage of a necessary plastic. It is planned to master production of the plastic at a plant in Dneprodzerzhinsk. The money has been allocated for converting the shop, and the project will be completed in 1985. For the time being, the Sverdlovsk workers are going to increase production of the Malyutka. In view of the great demand for the washing machine, however, the members of the preparatory commission also suggested that both the ministry and Gosplan make another thorough study of all possibilities for enlarging its output.

In his report on the work performed by the branch B. G. Pryadchenko noted that a somewhat larger number of washing machines, electric vacuum cleaners and home sewing machines will be produced than were produced last year. It is expected that the plan will be fulfilled for all the main indicators, except for washing machines. Modernization of the refrigerators produced by branch enterprises will be carried out in 1984 and 1985. Production of a safety razor of fundamentally new design is to begin in November of this year. One more plant will begin producing home separators. This will make it possible to significantly reduce the shortage. It is also planned to increase the output of home sewing machines.

The reports delivered at the meeting and the talks by the deputies stressed the fact that the draft State Plan for 1984 calls for a further increase in rates of growth for the national economy and the people's welfare. This is in keeping with the basic interests of the Soviet people.

The foundation for fulfilling next year's plan is being laid now.

"The production of cultural, personal and household goods will probably experience the greatest growth rates of all products in the nonfood group," Ye. F. Karpova, noted as she summed up the meeting. "The shortage of many goods has already been eliminated, and the population is fully supplied with them. There is still a shortage of a number of products, however."

The main reserve lies in the fulfillment and overfulfillment of the plan by every collective. Thirty production associations and enterprises of the Ministry of the Light and Food Industry, however, have not met the plan for the first 9 months of the year. The Ulyanovsk machine builders, for example, fell short by 2,000 washing machines; the Sverdlovsk machine builders--almost 9,000; and those of Kirovo--around 35,000. The production capacities for enameled metal dishes are not being fully utilized by far at enterprises of the Ministry of Nonferrous Metallurgy in Kerch and Cherepovets, although they are in short supply. The Zhdanov Metallurgical Plant regularly falls short of the plan for the production of cast items for stoves and household purposes. Inferior household goods are produced at the Petrovsk-Zabaykal'skiy Metallurgical Plant. Enterprises of the Ministry of the Radio Industry is currently manufacturing only 59 of 103 types of products developed between 1979 and 1981. The plan for consumer goods production for this ministry's main lines was "adjusted" 67 times just from January to May. Naturally, this could not help affecting the effectiveness of the decisions and of control. It is important for these deficiencies to be corrected as rapidly as possible.

The deputies of the nation's highest body of authority stated that as they resolve the questions of satisfying the Soviet people's material and spiritual needs, the soviets and their ispolkoms must make better use of their coordinating and monitoring authority and of local possibilities.

In short, the state of affairs was discussed competently and demandingly at the meeting. The proposals put forth by the deputies will be summarized and be incorporated in the conclusion of the standing commissions of the chambers of the USSR Supreme Soviet on the draft plan for 1984.

Sluggish Improvement of Consumer Goods

Moscow IZVESTIYA in Russian 5 Nov 83 p 2

[Article by V. Romanyuk: "How is the Ruble of Earnings Backed Up--Fuller Satisfaction of the Population's Demand for Goods Needed in Every Home"]

[Text] The new indicator for assessing the performance of industrial enterprises--production of consumer goods per ruble of wage fund--has "been working" for 3 quarters. Introduced into planning practices at the beginning of this year, it was designed to balance the population's demand and ability to pay with the amount of goods on the market and has already become a good guideline for activating reserves, especially at large enterprises and associations in heavy industry. The new indicator reminds one of the simple fact that in order for there to be something on which to spend the earnings, every collective should concern itself with saturating the market with goods for the home and for the family. Moreover, they should take into account the increased demands and diverse tastes of the people.

The results of the first 9 months indicate that a number of branches have begun producing more of the goods needed by the population: magnetic tape recorders, enameled metal, china and earthenware dishes, and paints and dyes packaged in small quantities. Enterprises of the USSR Ministry of Instrument Making,

Automation Equipment, and Control Systems exceeded the assignments for the production of goods per ruble of wage fund by 16 kopecks, those of the Ministry of the Construction Materials Industry--by 6 kopecks, and enterprises of the Ministry of the Food Industry--by more than a ruble. The supply of goods per ruble of wage fund increased in Belorussia, Lithuania, Moldavia and Latvia, where the planned targets established for the 9 months were exceeded by 7-16 kopecks.

Assessing the performance of enterprises from the volume of goods per ruble of wage fund, unlike the growth indicators formerly used, gives an idea of how well their production operations are actually organized. Formerly, when the quantity of goods was established on the basis of a comparison with the total volume, the portion could be increased by setting up small, primitive production sections and hiring additional workers. Now, however, growth has to be achieved with the same work force, which involves creating a specialized assembly line with highly mechanized and automated processes.

Unfortunately, some of the branches continue to operate in the old way. When we look at the goods produced for the market, some of the giants of industry look exactly like "dwarfs." They ordinarily justify this with references to the important national economic tasks assigned to the collectives. The Ministry of Heavy and Transport Machine Building has reached the level of 13 kopecks per ruble of wage fund. This is an increase of 0.8 kopecks over last year's figure. Is this a little or a lot? At the branch headquarters they feel that they are extremely vigorously engaging in the production of consumer goods. I was told, not without a note of pride, that all of the branch enterprises and associations have become involved. Let us take a look at what is behind this. "Uralsmash," which has specialized shops, provides almost one tenth of the total, and its products, especially the Malyutka washing machines, are in great demand. A modern shop for the production of children's bicycles was recently brought on line at "Elektrostal'tyazhmash."

There are not many such examples, however. There are no more than 30 specialized shops and enterprises of the Ministry of Heavy and Transport Machine Building, and most of the goods are manufactured in the main production areas. The Novokramatorskiy Machine Building Plant, for example, produces consumer goods in 21 sections--dishes, heating equipment, household items. Labor productivity in these sections is low and labor outlays are great. The famous "Kolomenskiy zavod" association produces only 6 kopecks worth of goods per ruble of wage fund. The list of items is not changed for a long period of time, not one of them has been certified for the highest quality category, and the matter of building a new consumer goods shop is being resolved extremely slowly.

The list of goods offered by the branch is extremely varied--furniture, washing machines, metal dishes, tools, thermoses and sunglasses, more than 700 items in all. These are mainly produced in small quantities, however, and are not always of good quality. The branch has experience in which the problem has been successfully resolved. The Klintsy Piston Ring Plant, for example, has set up the mass production of sleds and produced a quantity covering the enterprise's entire wage fund.

Errors in planning the assortment are holding up this work. Enterprises in various branches sometimes take on production of the same items and produce them in small volumes under primitive conditions. More than 100 enterprises are producing aluminum dishes, for example, many of them less than 100 tons per year. This results in a lack of profitability for the production operation and an excessive work force. On the other hand, some head ministries try to gain a monopoly on groups of expensive products and retard initiative in the collectives of other branches attempting to produce items in great demand.

The material incentive measures have also proven to be inadequately effective. The enterprise leaders complain that the incentive fund created out of above-plan profits is frequently inadequate, sometimes simply negligible. It is proposed that this fund be calculated from planned profits and that those in charge be granted greater authority for using the fund at their disposal.

The new indicator has made it possible to assess the potential and the capabilities of the collectives in a new way. A study made in the Ministry of the Electrical Equipment Industry, for example, showed that many sizable associations are clearly not making a contribution commensurate with their capabilities. For the branch as a whole every ruble of wage fund is covered by goods worth 88 kopecks. The Minsk Electrical Equipment Plant, however, produces only 35 kopecks worth of consumer goods per ruble of wage fund. The "Elektroapparat" plant in Kursk--36, and the Aleksandriya plant--only 15 kopecks. The collectives producing goods worth a few kopecks have been assigned the task of increasing this figure to the average branch level. Precise guidelines have been laid down in the Ministry of the Light and Food Industry: Before the end of the five-year period each All-Union industrial association must achieve a ratio of 1:1 ruble, and each enterprise must produce at least 10 percent of its output for the home.

Delivery of vacuum cleaners, irons and sewing machines has increased during the 9 months. At the same time, the Ministry of the Electrical Equipment Industry and the Ministry of Machine Building for Light and Food Industry and Household Appliances are among those in debt for many items in general demand--washing machines, galvanic cells, sewing needles...this means that the ruble has not been covered with precisely those items which the consumer needs. And it is not simply a matter of quantity. Both branches are slow in reorganizing the assembly lines for the production of complex household equipment with new consumer qualities, and there is a small assortment of new goods. Units with hand ringing continue to predominate in the group of washing machines, and the refrigerators include an insignificant portion of the large-capacity units in great demand. Materials and energy consumption is not being reduced for the entire range of household machines and appliances, and in many cases it continues to grow.

Practically all of the republic's branches achieved or exceeded the level of production per ruble of wage fund set for the 9 months. In many cases the assignments have been spread unevenly over the quarters, however. The USSR Ministry of Light Industry produced 9 rubles, 19 kopecks per ruble of wage fund, which somewhat exceeds the plan for the 9 months. An increase

of 27 kopecks per ruble of the fund will have to be achieved in the 4th quarter, however, in order to reach the target for the year. This is not an easy task. The covering of the ruble with goods in great demand--textiles and sewn goods--also leaves something to be desired. Deliveries of cotton fabrics have increased by only 12 percent. There is still an acute shortage of sateen, cotton print, undergarment fabrics and velveteen, and in many cities there are frequent disruptions in the sale of Turkish towelling, robes, blouses and training suits.

One of the reasons has been the fact that the mastery of capacities at a number of enterprises from which it was planned to receive products is behind schedule. These include the Dzhizak Cotton Spinning Factory, the Novol Linen Plant and a number of others. For a long time capacities for the production of unbleached fabrics, knit underwear and a number of household machines and household electronic equipment have not been loaded to their rated levels. All of this could not but affect fulfillment of the commodity turnover plan.

We know that the store shelves are not empty. Furthermore, stocks of nonfood goods continue to grow and have already exceeded the established level by millions of rubles. The normative level has been exceeded by 420 million rubles for wool and silk fabrics alone, although deliveries of these articles have been halted. What is the matter? It is primarily due to the fact that the textile workers are still devoting little attention to the renewal of the fabric mix and to the removal from production of obsolete items not in demand.

The number of priority goods and goods in general demand for which the assignments are not being completely fulfilled increased from 30 to 40 during the 3d quarter. At the same time, commodity stocks of items in limited demand, such as crystal, jewelry and rugs, continue to grow.

Errors in determining the demand for individual groups of goods are affecting the state of the market. As the production of color television sets developed, for example, there were disruptions in trade's supply of black-and-white sets. There were no black-and-white sets. There were no black-and-white television sets of the popular brands for sale in 12 of 97 cities surveyed in September. In the nonfood group there continues to be a shortage of yeast, baking soda, powdered mustard and a number of other inexpensive products.

The resolution of these problems depends in great part upon the soviets of people's deputies, upon their initiative and persistence. The main thing is to overcome the inertia of the negative attitude toward products "not of the line." In Sverdlovsk Oblast, for example, a special program is being hastily implemented for the production of consumer goods. It calls for increasing the production of consumer goods by 1 billion rubles during the five-year period. This year the volume will exceed the wage fund for blue- and white-collar workers employed in material production in the Central Urals. It is planned to master the production of more than 2,000 new types of items. All of the region's enterprises which have set up the production of these goods have been guaranteed a supply of raw materials by the territorial administration of Gosstab [State Committee for Material and Technical Supply].

This work is being carried out in a purposive manner in Dmitrov Rayon, Moscow Oblast. All of the enterprises there have begun producing consumer goods, without exception and regardless of their departmental affiliation. A total of 3 rubles, 23 kopecks worth of goods is presently being produced per ruble of wage fund in the rayon. This is one of the best indicators in the nation and is approximately twice the average for the Moscow area.

The experience of collectives with output calculated per ruble of wage fund indicates that the problem cannot be resolved with a general "barrage" or an increase in the number of primitive production sections or "stepchild" sections. The technical and creative capability of industry workers must be focused on improving the quality and the range of items for the home. It is important for us to recall Comrade Yu. V. Andropov's statement: It is not enough to perfect the system of monetary rewards for the work. We must also produce the needed quantity of goods in demand.

Ukrainian Consumer Goods Supply

Moscow IZESTIYA in Russian 26 Dec 83 p 2

[Article by Ye. Kachalovskiy, first deputy chairman of the Council of Ministers of the Ukrainian SSR: "From the Assembly Line to the Consumer"]

[Text] One of the most important results of the Soviet society's economic and social development is the fact that the earnings of our nation's blue- and white-collar workers are steadily increasing. This indicator cannot fully reflect the improvement of the Soviet people's welfare, however. "It is not enough to perfect the system of monetary rewards for labor. We must also produce the necessary quantity of goods in demand. Furthermore, we must take the highest of quality standards, without allowances." This is what Comrade Yu. V. Andropov stated at the June 1983 Plenum of the CPSU Central Committee. The resolution of this important matter depends in great part on the smooth functioning of all elements in the chain for providing the population with goods--industry, wholesale and retail trade.

In the Ukraine more than 5,200 enterprises are now producing consumer goods. Goods totaling 250 million rubles were produced over and above the plan this year alone. Their production has been increased at plants of branches in Group "A". During the five-year period the production volume for cultural, personal and household goods will be increased by 3.1 billion rubles in the republic over the figure for 1980.

The state of this work and measures aimed at achieving fuller satisfaction of the population's demand are constantly at the center of attention of the Ukrainian SSR Council of Ministers. The ministries and departments and the ispolkoms of local soviets work persistently each day to draw all enterprises, regardless of their specialization, into consumer goods production. Work is being performed to fundamentally improve the quality of the items produced and to decisively halt the production of goods not in demand. The work of republic ministries of the light and local industries is being specially monitored. The initiative brought forth by six enterprises and recently approved by the CPSU Central Committee is spreading in the republic.

The republic has numerous examples of a creative, imaginative approach to the important matter. A total of 80-85 percent of the models of footwear produced at the Kiev Footwear Factory imeni 50-letiya Sovetskoy Ukrainy are renewed during the year on the basis of a substantive study of demand. The enterprise was one of the first in the branch to set up the production of high-quality, modern footwear on existing lines. This was preceded by extensive selection and training of specialists, improvement of the design work and of production organization. Contractual prices for new products are coordinated with the trade organizations and extensively used there. The experience of the Kiev footwear producers is being used by factories of the Lvov and Voroshilovgrad associations.

A group of the republic's production associations and enterprises initiated socialist competition with the slogan: "The Consumer Goods Produced--Into Active Commodity Circulation!". The objective of this useful initiative was to increase the output of modern, well-made products.

Only these enterprises have now increased the output of products with Index "N" 1.5- to 2-fold and raised the portion of products bearing the Emblem of Quality to 50-60 percent of the total production volume. Items produced by these collectives are highly popular with the consumers and do not stagnate on the store shelves.

A special, comprehensive program for producing consumer goods during the current five-year period is being successfully implemented. It was developed in Kiev and calls for drawing all enterprises into consumer goods production, building additional, specialized shops and sections at 23 enterprises of heavy industry and the construction industry, and for the reconstruction or technical reequipping of shops and sections at 48 plants and factories. Kiev's industrial enterprises are now producing consumer goods worth 1.34 rubles per ruble of wage fund.

Many collectives not specialized for the production of consumer goods broadly supported the initiative put forth by the "Zavod Arsenal," "Tochelektropribor" and "Elektronmash" associations in Kiev and approved by the Ukrainian Communist Party Central Committee. It calls for all of the new items mastered for production during the current five-year period to bear the Emblem of Quality. Republic conferences-and-reviews involving enterprises of 11 All-Union ministries have made it possible to discover large reserves for increasing consumer goods production. It is planned to increase production 1.5- to 2-fold at the machine building plants by the end of the five-year period. Greater attention is also being given to these matters by commissions on branches in Group "B" and trade, and by the Presidium of the Ukrainian SSR Council of Ministers and the oblispolkoms. This is making it possible to take fuller advantage of possibilities for producing consumer goods.

Not all of the problems have been resolved yet, however. Consumer demand is poorly studied and forecast, and errors are made in industry's requisitions and orders for the production of goods. A study has shown that the Kharkovsk and Zaporozhye oblast wholesale and retail associations of the "Odezhda" firm and the Vinnitsa Oblast Wholesale and Retail Association of the "Obuv'" firm are working better with industry and improving the quality of their products.

There are major deficiencies in the work of the Lvov Wholesale and Retail Association of the "Odezhda" firm and the Zakarpatskoye Wholesale and Retail Association of the "Obuv'" firm, however. They submit orders with discrepancies and do not demonstrate initiative in working with industry for the production of goods in demand with the population.

Why is it that while operating under approximately identical conditions, some wholesale bases achieve good results in their work but others have significant failings? The "secret" of the efficient functioning of the best wholesale bases lies primarily in their initiative, socialist enterprise, good professionalism and skillfull organization of the work of the collectives. The outstanding wholesale organizations improve the assortment and the quality of consumer goods through closer contacts with industry, flexibility and promptness in changing the product mix to adjust to the slightest fluctuations in demand.

Special attention is being devoted to improving the organization of retail trade in the republic. The main thing is to assure that merchandise stocks are properly distributed in the trade system and maneuvered on a timely basis, to adopt progressive methods for selling the merchandise, to develop the specialized trade network, and so forth.

An additional 55 stores specializing in the sale of rugs, timepieces, jewelry and crystal have been opened for purposes of accelerating the sale of products for which sales have recently slowed. Extensive use is made of active trade systems such as fairs, sales exhibits and outside trade stations. The trade system's operating schedule has been altered to make it most convenient for the workers to acquire goods. Stepped-up control is being exercised for the organization of uninterrupted trade in items which exist in adequate quantities. The dispatch services have begun delivering the needed items to trade enterprises on a more efficient basis.

The further development of commissioned sales of nonfood products is also an important reserve for improving the population's supply of goods. Serving the population with the sale of accumulated, excess items still of good quality, the commission trade system draws additional commodity resources into circulation and contributes to the more effective utilization of the society's outlays by extending the use of the items. We are also creating conditions conducive to increased retail commodity turnover with the acquisition of new merchandise by people who have removed old items from their wardrobes. The experience of Odessa's commission trade system in the development and specialization of the commission network, the use of progressive technology for delivering the merchandise and the centralized acceptance of goods to be sold on a commission deserves our attention.

Organizational work being performed in the republic to increase the production of essential consumer goods, to improve their consumer qualities and improve trade is producing results. A total of 57 mechanized flow lines have been placed on line, more than 7,000 units of new production equipment have been installed and a number of progressive production processes have been adopted at enterprises of the Ukrainian SSR's Ministry of Light Industry. The construction

or reconstruction of 110 specialized shops is being completed and the technical reequipment of 28 sections is being carried out at Union enterprises. This will make it possible to increase production capacities by tens of millions of rubles.

Since the beginning of the year republic enterprises have already produced 1 billion 620 million rubles worth of consumer goods over and above the plan. Light industry has exceeded plans and assignments for almost all of the priority items monitored. Maximum application of reserves has made it possible to reduce shortages for almost 60 more items this year.

The quality of the merchandise has been improved. We are giving special attention to organizing production of initial, and experimental lots and especially fashionable goods. Specifically, such items are now being produced at 70 percent of the light industry enterprises. Production of more than 7,000 new styles and models has been mastered at enterprises of the republic's light and local industries this year.

The delivery of improved goods to the trade system is contributing to a reduction in stocks at the trade organizations. While commodity stocks in the republic's retail trade system grew by 540 million rubles during the first 6 months, they were reduced by 440 million rubles during the second half. Rates of retail commodity turnover have almost doubled. We see additional reserves in the smoother functioning of industry, wholesale and retail trade, and effective competition among the collectives of industrial enterprises with the slogan: "The Consumer Goods Produced--Into Active Commodity Turnover!".

11499
CSO:1827/125

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CHARACTERISTICS OF TRADE TURNOVER ECONOMIC POTENTIAL DISCUSSED

Moscow VESTNIK STATISTIKI in Russian No 11, Nov 83 pp 9-19

[Article by G. Kulagina, candidate of economic sciences and docent, Moscow Economic Statistical Institute: "Statistical Characteristic of Economic Potential of Trade Turnover Sphere"]

[Text] Commodity turnover in the country should be examined as a single process with a single system for summarizing statistical characteristics and with its own distinctive general trends and general laws. The unity of functions, which are performed during the reproduction process, unites all the existing organizational forms of commodity turnover. This is the principle basis for an interrelated statistical study of this process as a single whole.

Along with studying the specific features in organizing the turnover process of the producer goods and consumer items (i.e. by commodity turnover branches), the basis for the need to study this process as a single whole and as an independent stage in the reproduction process and also of its role in achieving final national economic results is a fundamental one from the point of view of solving the problem of developing a methodology for the statistical evaluation of the effectiveness of this process. This will provide a method for approaching the evaluation of the effectiveness of the turnover sphere's functioning from national economic positions and not from departmental or branch ones. It will contribute to improving the management of this process, increasing its balancing, solving more rationally the problem of maneuvering commodity stocks, etc.

It is difficult at the present time to overestimate the role of the commodity turnover sphere in improving the effectiveness of public production. The importance of streamlining this process is continually growing in connection with the fact that the expansion of production scopes requires the sale of an ever growing volume of different products that are joining the turnover sphere, the supplying of an ever larger number of consumers and the ever fuller satisfaction of growing requirements. The increase in the amount of goods, which is entering the turnover sphere, is also evidence of the development of inter-branch and inter-region economic interdependence.

The fact that the volume of produced social product reached 1116.2 billion rubles in 1981¹ and the volume of retail commodity turnover alone reached

294.1 billion rubles² testifies to the scopes of the tasks with which we will have to deal when organizing the commodity turnover process in the country.

Under these conditions, even the savings in the consumer costs of all the producer goods and consumer articles, which are entering the turnover sphere, become a serious problem. Already, the effect, which is achieved in the production process, is now often being lost in the turnover sphere for various reasons. The final national economic results will depend a great deal on the level of effective organization of the trade turnover process in the country and on the effectiveness of the functioning of all branches in this sphere. One of the main directions in streamlining the commodity turnover process is its intensification based on using the economic potential of this sphere of activity more effectively.

The economic potential of the commodity turnover sphere includes the labor and material resources which have been allotted for its functioning, and which have been called upon to insure the continuity of the turnover process, i.e. the exchange of products between I and II social production subunits and within them, between the branches and regions of the national economy, the social forms of the economy, population groups, etc., by means of money.

An important reserve for increasing the effectiveness of the functioning of the turnover sphere is the active use of all of its economic potential's resources. In the turnover sphere, we are talking primarily about decreasing above-norm and unnecessary stocks of material resources and about eliminating uninstalled equipment (its installation and use at full capacity), about streamlining the use of warehouse and trade areas, about increasing the workers' labor productivity, etc.

The realization of the commodity turnover sphere's economic potential should be directed toward the timely and complete supplying of all consumers with the necessary producer goods and consumer items and, in the final analysis, toward the intensification of the reproduction process as a whole by accelerating the turnover process. The timeliness of the realization, the completeness of deliveries and the unconditional fulfillment of contract obligations are some of the main tasks of the commodity turnover sphere in the matter of improving the effectiveness of social production and in solving the tasks that were put forward during the 26th CPSU Congress for improving the balance in the economy's development. The organization of the commodity turnover process and the rational use of this sphere's economic potential should be aimed at accelerating the movement process of the products of the two branches of social production from the producer to the consumer. This will insure a speed up in the entire reproduction process. It is by accelerating the turnover process that this sphere should exert an influence on the intensification of the entire reproduction process, on the growth of public labor productivity and -- this means -- on increasing the effectiveness of social production. K. Marx pointed out the need to accelerate the reproduction process by decreasing turnover time: "... It is evident that the production process... is interrupted as long as the time for its turnover continues and that the production process will resume more rapidly or move more

slowly depending on the duration of the latter process... The expansion or contraction of the turnover time, therefore, plays the role of a negative limit in curtailing or expanding production time...." Curtailing turnover time is one of the most important reserves for increasing social labor productivity: If the reproduction process comes to an end more rapidly as a result of accelerating the turnover process, then, naturally, a greater quantity of products and income will be obtained during each unit of time that is spent on the reproduction process, i.e. higher final results are achieved. The functioning of all its links and the use of all parts of its economic potential should be aimed at increasing national income owing to the acceleration of the turnover process and in no way at increasing the net production of this sphere's branches. Decreasing the stay time of the products of the two subunits of social production in the turnover sphere's channels will permit their losses to be decreased, consumer properties to be preserved, above-norm and unnecessary stocks to be decreased, and thereby a significant volume of working capital to be freed.

The acceleration of the commodity turnover process requires an increase in labor productivity in this sphere and the rational use of the economic potential's material and labor resources.

The material resources that are included in the economic potential-- the fixed and working capital of the commodity turnover branches -- determine to a significant degree the material technical base of this sphere. Thus, its fixed capital is at the present time 3.7 percent of the country's overall volume of fixed capital and 5.6 percent of the fixed production capital and reached 69 billion rubles in 1981 which is an increase of 49 billion rubles when compared with 1965, i.e., a 3.5-fold increase.⁴ However, the growth rate of labor's capital-labor ratio in this sphere are significantly lower than the growth rates of fixed capital because the number of those employed during this time grew 1.6-fold.

The amount and structure of fixed capital determine to a great extent the condition and capabilities of the material technical base, the capital-labor ratio in the commodity turnover sphere, and the labor productivity of workers employed in it. A distinctive feature of the present structure of fixed capital in the commodity turnover sphere is the low percentage of the active part (machinery and equipment) when compared with the other branches of material production. Hence, the insufficient mechanization of labor which has a negative effect on its productivity. In trade, for example, the level of mechanization is only 10 percent.⁶ According to inter-branch fixed capital balance data for 1 January 1972 (based on rehabilitation costs), only 10.9 percent of all trade fixed capital and 15.3 percent of material technical supply and procurement fixed capital fell to the share of machinery and equipment. This is caused to a considerable degree by the specific function of this sphere within the social division of labor system which justifies the need for an increased percentage of buildings and structures within the fixed capital of its branches (warehouse structures, elevators, etc.). The structure of the fixed capital of commodity turnover branches requires further improvement, especially an increase in their active part. Other things being equal, this will permit the economic potential of this sphere's material

technical base to be increased, the labor mechanization and automation level of warehouse and trade workers to be raised and, this means, its productivity also. In this regard, an important methodological statistical problem is the more precise definition of the concepts of the active and passive part of the turnover sphere's fixed capital considering the specific nature of this sphere's functions in the process of expanded socialist reproduction.

Besides fixed capital, working capital is also included in the material part of the economic potential's resources. The composition of working capital has its own specific nature in the commodity turnover branches: Only those material valuables, which are not goods but which contribute to the carrying out of the turnover process (packing, fuel, rapidly worn out items, etc.), are included in it. Commodity stocks are not considered in the working capital of the turnover sphere's branches but are included in the turnover fund, forming its predominant part.

Commodity stocks and financial assets, whose presence plays an important role in insuring the continuity of the commodity turnover process, and assets in unfinished accounts, which arise as a result of the turnover sphere's organizations' relationships with the suppliers and consumers of goods, pertain to the turnover fund. Assets, which are invested in the turnover fund, and working capital, which perpetuates the continuous turnover within economic activity, form working capital.

Working capital in stocks, whose amount reached 98 billion rubles in 1981, i.e., it was more than 20 percent of the produced national income, is 80.8 percent in the overall volume of working capital in the turnover sphere. A significant economic potential is included in commodity stocks. In this connection, it seems advisable to include -- besides their own working capital -- the commodity stocks, which are located in this sphere, in the economic potential of the commodity turnover sphere when approaching their evaluation from national economic positions. This may be combined with the concept "materialized working capital" which is already being encountered in economic literature.

The amount of materialized working capital is less than the amount of this sphere's working capital by the amount of financial assets and resources in incomplete accounts.

The economic potential which is included in commodity stocks can be used only with their sales. Decreasing the amount of above-norm commodity stocks and speeding up their turnover are an important reserve for increasing effectiveness in using the economic potential of not only the turnover sphere but also the entire production sphere.

Recognizing the debatableness of this position, it is necessary to point out that far from all the stocks of goods, which are concentrated in the turnover sphere, contain an economic potential. Without a doubt, stocks, which have not found a demand for a long time, which have not been sold and which are non-liquid, are not such as these, but represent only dead resources, i.e., losses of human and material labor on their production and storage. In

connection with this, the determination of what part of the stocks, which are concentrated in the turnover sphere, are an objective consequence of the growth in accumulated wealth and what part is forced to sit in the stocks because of low quality and the failure to correspond to the demand, is an important task of statistics. Decreasing this portion of the stocks will permit the streamlining of the use of the turnover sphere's economic potential to be increased and those material and labor resources, which are now being used for the storage, inventorying and upkeep of material resources that have not found a buyer, to be freed.

Taking into account commodity stocks, which have not been sold for a long time due to their low quality and unsuitable assortment, i.e., in essence, no one needs them, will permit the potential capabilities of the turnover sphere to be defined more precisely.

Labor resources are the second part of the commodity turnover sphere's economic potential. In 1981, 9.8 million people were employed in its branches; the percentage of those employed in this sphere has a stable growth tendency; Whereas in 1940 it was five percent of the total number of employed, at the present time, it is eight percent. Thus, the no less stable trend of increasing the percentage of those employed in the commodity turnover sphere resists the stable tendency of decreasing the percentage of those employed in the material production sphere in general.

With this, the rather intense growth in those employed in the turnover sphere does not fully satisfy the requirements for labor resources even at the present time. For example,¹⁰ the understaffing of personnel in trade is approximately four-five percent.

The increase in the production volume of both subunits of social production that is an objective consequence of the expansion of production scales, the complicating of economic inter-branch and inter-region mutual relations, the improvement of consumer services quality, and other reasons require a further increase in labor expenditures in this sphere.

In searching for ways to curtail human labor expenditures, it is necessary to take into account the fact that labor in the turnover sphere is directed not toward the creation of material blessings but their sale. This stipulates the fact that expenditures of human labor significantly predominates in the combined labor expenditures which are connected with carrying out this process, and expenditures of past labor as a result of the branch's low consumption of materials are insignificant. On the whole, the percentage of expenditures for human labor in the production sphere reached 43.2 percent in 1981 and in the commodity turnover sphere branches -- 90.8 percent. This means that it is necessary to look for reserves to decrease the combined labor costs in the reduction of human labor costs and in the growth of its productivity by increasing the capital-labor ratio, i.e., in improving the use of material and labor resources.

The growth in the commodity turnover volume of producer goods and consumer articles involves increasing the turnover sphere's "services" and

stipulates the need to increase human and material labor expenditures on servicing this process. This problem can be solved in two ways or by their optimum combination: by a further buildup of the commodity turnover sphere's economic potential and by realizing the potential capabilities of already existing resources and revealing and mobilizing unused reserves.

Accurate statistical data on the economic potential of commodity turnover sphere branches and its use are required to solve this problem. A statistical evaluation assumes a correct methodological approach to the determination of the useful result of this sphere of activity's functioning and also the amount and qualitative composition of potential resources with whose availability it has been achieved. The urgent task of statistics is to develop a methodology for statistically evaluating the effectiveness in using the commodity turnover sphere's economic potential, especially the construction of a system of indicators and the substantiation of a methodology for calculating them.

Summary indicators, which describe the use of this sphere's labor and material resources in the aggregate and also indicators on the use of its individual component parts should be included in the system of effectiveness indicators in using the commodity turnover sphere's economic potential.

At the basis of the methodology for calculating the mentioned indicators lies the comparability of the results of the commodity turnover sphere's functioning with the amount of economic potential resources. In this regard, however, the selection of an indicator, which more fully describes the result of this sphere's activity, is debatable.

The majority of economists have now agreed that it is impossible to transfer mechanically the methodology for statistically evaluating production effectiveness to the turnover process without taking into account the specific features of its functions in the reproduction process. In fact, the evaluation effect indicators of the production and turnover sphere are sometimes identical.

At the present time, the search for indicators, which more fully describe the results of labor expenditures in the commodity turnover process, and of indicators, which describe the effectiveness of this process, is basically being conducted in conformity with this or that commodity turnover branch although attempts at some summation are being undertaken during this.

The majority of economists mention either the net production indicator, which has been created in the branches of this sphere (or part of it--profits), or commodity turnover (or the turnover based on the sale of products) as an effective indicator of the turnover sphere's functioning.

It is known that the most recognized indicator of social production results, which is used to evaluate its effectiveness, and the indicator, which determines the contribution of each branch of material production to its creation, are at the present time national income and the net production indicator respectively. By analogy with this, it is rather frequently suggested that the indicator of national income, which is created in these branches, i.e., their

net production indicator, be used as the effect evaluation (final results) of the turnover sphere branches' functioning. Unfortunately, the specific nature of the commodity turnover branches' functioning -- not the creation of material blessings but their sale -- is not considered at all in this. Turnover sphere products (gross and net) do not exist in isolation from the production process and only mean an increase in the costs of material goods, which are created in the other branches of material production, in the turnover process. As is known, it is meant to cover expenses, which are connected with the turnover process of the aggregate social product, and to provide profits to turnover sphere enterprises. In 1981, the "contribution" of commodity turnover branches to the creation of aggregate product costs and national income was 97.6 billion rubles (8.7 percent of the aggregate product volume) and 88.6 billion rubles (18.4 percent of the amount of national income) respectively. Such is the cost of aggregate and human labor expenditures that are connected with the social product turnover. From national economic positions, not the increasing of this cost (i.e. an increase in the gross and net production of the turnover sphere) but its decrease by lowering expenditures, which are connected with the commodity turnover process, i.e., lowering the costs of the aggregate social product with one and the same volume of produced material goods, is advisable since any increase in costs without a corresponding increase in material goods is an undesirable phenomenon. An orientation toward the achievement of such a result as a net (or gross) production increase in the commodity turnover sphere will only stimulate an increase in expenditures for carrying out this process.

It is necessary to point out that there is no essential difference between gross and net production indicators -- as there is in other branches of material production -- owing to the low consumption of materials in commodity turnover branches. That is why the question of whether to use gross or net production indicators to evaluate the results of their functioning is not an especially fundamental one. Because of the reasons stated above, neither the gross (or net) production indicator nor profits can be used as the main indicators that describe the final result of labor expenditures in this sphere when calculating the effectiveness indicator for using the economic potential. The net production indicator and the profit indicator in commodity turnover branches are important indicators of their activity, especially cost accounting. The change in the amount, structure and assortment of commodity turnover, the level of stipulated price increases and reductions, the form of the movement of products from the producer to the consumer, and other factors are reflected in their amount. That is why they should be reflected in the system of indicators for describing the so-called cost accounting effectiveness of the turnover sphere and the use of its economic potential. This will also insure a comparison of the mentioned turnover sphere indicators with similar indicators for the material production sphere in general and for consolidation at the national economic level.

Since the main goal of the commodity turnover sphere has been concentrated on the sale of produced social product, the result (effect) of its activity should be evaluated from the viewpoint of its achieving this goal. One of the most important evaluation indicators of the results of the commodity

turnover sphere's functioning at the national economic level could be the sold social product indicator, the more so since one of the main indicators for the activity of material production enterprises and branches is the amount of sold product considering the fulfillment of contract obligations.

With the absence of data on the amount of sold social product, it makes sense for analytical purposes to use the produced social product indicator since the entire total of material goods, that have been produced in this or that period, should in the final analysis be brought to the consumer, i.e., sold. In this respect, the unsold portion of products from this year's production is smoothed out by the sale of stocks of products from past year's production.

This indicator, in particular, can be used to describe the potential load for one employee in the turnover sphere and its dynamics. Thus, the cost of produced social product grew by 696 billion rubles, i.e., 2.66-fold, in 1981 in comparison with 1965 (in actually effective prices); and the potential load on one employee in the turnover sphere increased during this same period from 69,900 rubles to 113,500 rubles, i.e., 1.6-fold, since the number of employees in this sphere also increased 1.6-fold. Thus, the "effect" from using each employee and the load on one worker employed in the turnover sphere has a stable growth trend; at the same time, the increase in the production volume of the two subunits, which enters into the turnover sphere, is accompanied by a growth in the number of people employed in it. This testifies to the considerable role of the extensive factors.

In this regard, it is necessary to point out that the volume of social product, which is produced and goes to turnover, and the volume of social product, which is sold, only reflect the potential and not the actual load on one employee in this sphere since the repeated sales of one and the same product, which is caused by the stages in the movement of goods through the trade network from producer to consumer, are not taken into consideration. The actual load, which is described by the commodity turnover volume indicator of producer goods and consumer items is significantly higher and depends not only on the amount of product that is produced but also on the coefficient of the stages in the movement of goods through the trade network from the producer to the consumer.

Thus, the overall commodity turnover volume indicator of the output of both subunits reflects more completely the results of human and material labor expenditures in the turnover sphere. This indicator reflects the entire result of the activity connected with the realization of the means of production and consumer items in all of the sphere's links with the carrying of them to the consumer. The commodity turnover of the output of I and II subunits is the summarized (gross) result of using the commodity turnover sphere's economic potential; it reflects the complete result of the total labor expenditures on carrying out the commodity turnover process under the actual conditions of its present organization, including those for the repeated sale of one and the same item in the turnover sphere during their delivery to the consumer.

In economic literature this indicator is subjected to criticism rather frequently and justifiably for the shortcomings that are inherent in many cost indicators: Its amount depends not only on the change in the amount of sold goods but also on the change in prices, commodity structure and other factors. At the same time, this indicator is quite rightfully now the main one during the planning and analysis of the activity of commodity turnover branches and serves as the starting point for determining the requirements for labor and material and financial resources and for calculating the main indicators for the activity and effectiveness of these branches: the levels of turnover expenses, labor productivity, turnover process speed, etc.

The meaning and importance of the commodity turnover indicator in describing the commodity turnover and its results are predetermined by the essence of the commodity exchange which is carried out with the help of money. It orients the turnover sphere branches toward accelerating the commodity turnover process and satisfying more fully the demand for means of production and consumer articles that enter into the turnover process; it predetermines the volume of net production in the turnover sphere; and it reveals the social and economic role of this sphere in the reproduction process.

Moreover, a considerable arsenal of ways and methods to smooth out part of the shortcomings, which are inherent in this indicator, has been accumulated by statistics. Thus, indices of prices, structural improvements, etc. are being accordingly used in the economic and statistical analysis of commodity turnover dynamics in order to eliminate the influence of a change in prices for goods and in the commodity turnover structure.

Naturally, neither the commodity turnover indicator nor any other one, no matter how general it is, can provide an exhaustive description of the commodity turnover process and should be supplemented by a system of other indicators which permit their shortcomings as the main evaluation indicator to be smoothed out and those aspects of the turnover process, which the commodity turnover indicator does not reflect, to be described.

The effectiveness of using the commodity turnover sphere's economic potential is described by correlating the result of its functioning with the amount of the economic potential's resources. An increase in effectiveness will mean either an increase in the result (effect) of using human and material labor resources or savings of the economic potential's resources during the production of a unit of effect. That is why the effectiveness of using the economic potential or of its individual elements is expressed either by the amount of resource return or by its opposite amount -- resource intensiveness.

Within the indicators, it is possible to single out a general indicator, which describes the effectiveness of using the economic potential's overall amount of resources, and indicators, which describe the effectiveness of using the economic potential's labor and material resources.

The general indicator for the effectiveness of using the economic potential can be calculated at least in two versions:

a) as the relationship of the commodity turnover of the output of the two subunits of social production to the amount of the resources of the commodity sphere's economic potential;

b) as the relationship of the amount of sold (produced) social product to the amount of resources of the economic sphere's economic potential.

The first indicator describes the commodity turnover volume of producer goods and consumer articles that has been achieved for each unit of the economic potential's resources. In other words, the effectiveness of using the turnover sphere's economic potential in this case is described by the maximum commodity turnover volume of the producer goods and consumer articles which have been received when using the potential capabilities of this sphere's labor and material resources.

The second indicator describes the volume of sold (produced) social product whose turnover is assured at that level of use of the turnover sphere's economic potential. The indicator of realized social product reflects the result of using the commodity sphere economic potential's resources without taking into consideration the repeated sale of one and the same item during its turnover process which is caused by the coefficient of the stages in the movement of goods through the trade network from the producer to the consumer in describing the final, although incomplete, result of the expenditures of human and material labor resources in the turnover sphere. That is why the second indicator will be less than the first. Their comparison in the dynamics has certain economic sense and can be used when analyzing the improvement of the organization of the commodity turnover process in the country.

Individual elements of the economic potential's resources can be taken into account in a natural expression; however, their general description requires a solution to the problem of comparing the individual component parts: labor and material resources. This problem can be solved either by counting again the fixed and working capital costs in the unit of labor expenditures (on the basis of those inter-branch balances of labor and fixed capital expenditures) or by estimating the cost of reproducing labor resources in a financial expression. Both ways to solve this problem, which also arises when calculating the resource variant of the general indicator for the effectiveness of social production in general, require further development. In our view, the most acceptable variant for solving this problem has been proposed by Professor V. M. Rybtsev in the article "Researching Labor Productivity as a Factor for Increasing the Effectiveness of Social Production".¹⁴ In order to recalculate the cost of material resources according to the cost of labor expenditures (the wages of the workers), the author suggests dividing the cost of the fixed capital and material working capital by human labor productivity and thereby obtaining the number of workers required for reproducing the cost, "the equivalent cost of the production apparatus" (fixed capital and material working capital), proceeding from the achieved level of labor productivity.

The so-called cost accounting effectiveness of using the turnover sphere economic potential's resources (profitability) can be defined as the relationship of the turnover sphere's net production (or the profits of its parts) to the same amount of resources.

Besides the general indicator, the system of main indicators of the effectiveness in using the economic potential can include:

I. Indicators that describe the effectiveness of using the potential of the commodity turnover sphere's labor resources:

- a) The ratio of commodity turnover volume to the average annual number of commodity sphere labor resources;
- b) The ratio of the volume of sold (produced) social product to the average annual number of consumer sphere labor resources;
- c) The relationship of the growth rates of commodity turnover of producer goods and consumer articles and of this sphere's labor resources;
- d) The relationship of the growth rates of the sold (produced) social product and of this sphere's labor resources;
- e) The index of the increase in the commodity turnover of the output of both subunits or the index of the increase in the sold social product which has been obtained through a growth in labor productivity in this sphere.

II. Indicators that describe the effectiveness of using the economic potential's material resources:

1. Fixed capital:

- a) The level of the return on investment which is calculated in the commodity turnover branches as the ratio of the overall commodity turnover volume of the output of I and II subunits to the average annual cost of this sphere's fixed production capital and which describes the economic result of the participation of the resources of the fixed capital of the turnover branches in this process as labor assets;
- b) The correlation of the volume of produced social product which is subject to sale (or sold social product) and the average annual cost of the turnover sphere's fixed capital and which also describes the return on capital but on the basis of the final result of the use of fixed capital without considering the repeated sale of one and the same item in the turnover process;
- c) The level of profitability of the fixed capital which is functioning in the turnover sphere; the ratio of the total profit to the average annual cost of the turnover sphere's fixed capital which describes the cost accounting effectiveness of the use of the commodity turnover sphere economic potential's material resources.

2. Working capital or all material working capital;

a) The level of return as a ratio of the volume of commodity turnover to the average annual cost of working capital (to the amount of turnover sphere material working capital);

b) The coefficient of the turnover rate of the material portion of working capital which is characterized by the amount of turnovers and the average duration of one turnover.

3. Aggregate material resources (the general indicator of the effectiveness in using the economic potential's material elements) -- the ratio of the overall commodity turnover volume of the output of both subunits of social production (or the volume of sold social product) to the overall average annual cost of the commodity turnover sphere's fixed and working capital and commodity stocks.

As was already mentioned, in order to insure the comparison of turnover sphere indicators with similar indicators in the sphere of material production in general, they can also be calculated on the basis of the net production indicator which has been created in the branches of this sphere (or the profits of its parts). This will insure the obtaining of additional information during the analysis of cost accounting effectiveness. However, one cannot lose sight during this of the fact that the formation of net production (just as of gross production) in the turnover sphere branches is not an end in itself and is not able to describe the useful result (effect) of its functioning.

The change in the effectiveness of using the economic potential and its component elements on the basis of the produced system of indicators is described by comparing their actual level with the planned one and also by their change in the dynamics.

The comparison of the growth rates of the indicators for the volume of the economic potential's elements with the growth rates of the indicators for the produced (sold) social product and of the overall commodity turnover volume of producer goods and consumer articles is interesting during the analysis.

The system of indicators of the commodity turnover sphere's economic potential and of the effectiveness in its use, which was examined above, is not an exhaustive one and requires further development.

In addition, it is necessary to take into consideration the fact that the potential of both parts of the resources (the material and the labor) is described not only by their volume but also by their qualitative composition: by the degree of the workers' training, the technical characteristics of the fixed capital, the quality of the working capital, etc. The development of a methodology for the statistical evaluation of the quality of the commodity turnover sphere economic potential's resources requires its own solution.

FOOTNOTES

1. "Narodnoye khozyaystvo SSSR. 1922-1982 gg. [The USSR National Economy. 1922-1982], Moscow, Finansy i statistika, 1982, p 67.
2. Ibid., p 463.
3. K. Marx and F. Engels, "Sochineniya" [Works], Vol 24, p 142.
4. "Narodnoye..." op. cit., p 68.
5. Ibid., p 401.
6. V. P. Korchagin, "Effektivnost' ispol'zovaniya trudovykh resursov v torgovle" [The Effectiveness in Using Labor Resources in Trade], Moscow, Znaniye, 1981, p 14.
7. "Narodnoye khozyaystvo SSSR v 1972 g." [The USSR National Economy in 1972], Moscow, Statistika 1973, p 64.
8. "Narodnoye ..." op. cit., pp 555 and 417.
9. Calculated according to data in "Narodnoye..." op. cit., pp 397 and 400.
10. Korchagin, op. cit., p 8.
11. Calculated according to data in "Narodnoye..." op. cit., pp 67 and 417.
12. Ibid., pp 67 and 417.
13. Ibid., pp 67 and 400 and "Narodnoye khozyaystvo SSSR v 1979 g." [The USSR National Economy in 1979], Moscow, Statistika, 1980, p 54.
14. "Statisticheskoye izucheniye proizvoditel'nosti truda. -- Uchenyye zapiski po statistike" [The Statistical Study of Labor Productivity -- Scientific Notes on Statistics], Vol 41, Moscow, Nauka 1981, p 159.

COPYRIGHT: Izdatel'stvo "Finansy i statistika", 1983

8802

CSO: 1827/102

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TRADE TURNOVER STATISTICS

Moscow VESTNIK STATISTIKI in Russian No 11, Nov 83 pp 58-59

[Article: "Statistical Material"]

[Excerpt] Table 5. Retail Commodity Turnover in State and Cooperative Trade, Including Public Catering, the Number of Retail Trade and Public Catering Enterprises in 1982.

| | Retail Trade | | Retail Trade Enterprises(at the end of the year) | | Public catering enterprises (at the end of the year) | |
|-----------------------|--------------------|-------------------|--|-------------------|--|-------------------|
| | Millions of Rubles | Rubles per capita | Number of enterprises | Per 10,000 people | Number of enterprises | Per 10,000 people |
| USSR | 295653 | 1095 | 695573 | 26 | 314710 | 12 |
| Including the cities: | | | | | | |
| Alma-Ata | 1438 | 1414 | 1907 | 19 | 1070 | 10 |
| Ashkhabad | 435 | 1284 | 655 | 19 | 332 | 10 |
| Baku | 1711 | 1051 | 3427 | 21 | 1843 | 11 |
| Vilnius | 936 | 1801 | 690 | 13 | 637 | 12 |
| Gorkiy | 1738 | 1262 | 1963 | 14 | 1378 | 10 |
| Donetsk | 1513 | 1401 | 1753 | 16 | 1071 | 10 |
| Dnepropetrovsk | 1359 | 1205 | 1567 | 14 | 1120 | 10 |
| Dushanbe | 651 | 1222 | 966 | 18 | 620 | 12 |
| Yerevan | 1269 | 1154 | 1933 | 17 | 1251 | 11 |
| Kazan | 1239 | 1206 | 1409 | 14 | 1170 | 11 |
| Kiev | 3834 | 1643 | 3065 | 13 | 2210 | 9 |
| Kishinev | 1077 | 1863 | 946 | 16 | 695 | 12 |
| Kuybyshev | 1404 | 1118 | 1729 | 14 | 1262 | 10 |
| Leningrad | 7662 | 1613 | 6837 | 14 | 4799 | 10 |
| Minsk | 2141 | 1524 | 1408 | 10 | 1236 | 9 |
| Moscow | 21013 | 2517 | 10274 | 12 | 8204 | 10 |

Continued

| | Retail Trade | | Retail Trade Enterprises (at the end of the year) | | Public catering enterprises (at the end of the year) | |
|-------------|--------------------|-------------------|---|-------------------|--|-------------------|
| | Millions of Rubles | Rubles per capita | Number of enterprises | Per 10,000 people | Number of Enterprises | Per 10,000 people |
| Novosibirsk | 1571 | 1132 | 1421 | 10 | 1222 | 9 |
| Omsk | 1242 | 1138 | 1392 | 13 | 1281 | 12 |
| Odessa | 1444 | 1324 | 2059 | 19 | 1232 | 11 |
| Perm | 1176 | 1129 | 1144 | 11 | 1164 | 11 |
| Riga | 1630 | 1891 | 1781 | 21 | 1045 | 12 |
| Sverdlovsk | 1709 | 1301 | 1607 | 12 | 1360 | 10 |
| Tallin | 948 | 2034 | 821 | 18 | 677 | 14 |
| Tashkent | 2349 | 1218 | 3153 | 16 | 1886 | 10 |
| Tbilisi | 1465 | 1306 | 1997 | 18 | 1333 | 12 |
| Frunze | 613 | 1074 | 720 | 12 | 583 | 10 |
| Ufa | 1210 | 1176 | 1345 | 13 | 909 | 9 |
| Kharkov | 1979 | 1303 | 1899 | 12 | 1632 | 11 |
| Chelyabinsk | 1318 | 1196 | 1397 | 13 | 1205 | 11 |

COPYRIGHT: Izdatel'stvo "Finansy i statistika", 1983

8802

CSO: 1827/102

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TRADE IN PRODUCE FIGURES PUBLISHED

Vilnius SOVETSKAYA LITVA in Russian 27 Oct 83 p 1

[Article by Yu. Zhebrauskas, LITHUANIAN PRESS AGENCY reviewer: "Sell the Vegetables, Which Have Been Left in the Fields, More Rapidly"]

[Text] All the plans for the five-year plan's third year for the sale of plant products to the state have been fulfilled in the republic with the exception of vegetables. Almost half of the rayons have already fulfilled the plans for the sale of vegetables. They have been significantly overfulfilled in Tauragskiy, Vilkavishskiy, Lazdiyskiy, Moletskiy, and a number of other rayons. The plan for state purchases of vegetables has also been fulfilled by the "Litpotrebsoyuz" system procurement officials. This is the result of the conscientious work of the farmers and procurement organizations.

Positive improvements are being felt in the supply of the population with different vegetables. The plans for selling tomatoes, onions, carrots, and beets to the state are being fulfilled and overfulfilled. However, it seems that the plan for the sale of cucumbers will not be fulfilled and that the cabbage harvest is low. The opportunity of compensating for this shortage with other vegetables exists. That is why it is now necessary to concentrate one's main attention on completing the harvesting of vegetables, the careful gathering in of their crops and delivery to purchasing organizations in the near future.

According to operational data, there are still unsold cabbages and quite a few beets and carrots on the republic's farms. The farms of Vilnyuskiy, Klaypedskiy, Kretingskiy, Shyaulyayskiy, Kaunasskiy, Ukmerskiy, and Alituskiy rayons are preparing comparatively slowly for the sale of cabbages. The farms of Kapsukskiy, Prenayskiy and Birzhayskiy Rayons must still sell a great deal of beets to the state; and those of Raseynskiy, Trakayskiy, Telshyayskiy, Shalchininkskiy and a number of other rayons -- carrots.

The farmers of individual rayons justifiably complain that some procurement organizations are refusing to purchase all the vegetables which have grown on the farms. It is necessary to say this about the procurement offices of Shalchininkskiy, Shakyayskiy, Ionishskiy, and Skuodasskiy Rayons who are slow in purchasing carrots and red beets. These procurement organizations are violating the prescribed procedure according to which they are required to

Table 1. Progress in Vegetable Purchases On All Categories of Farms For 24 October 1983 (in percent)

| Rayons | Total | Increase for the Week | Including that purchased by: | |
|---------------------|-------|--------------------------|------------------------------|---|
| | | | Litpotreb- coyuz | Ministry of Fruit and Vegetable Industry |
| A | 1 | 2 | 3 | 4 |
| Republic as a whole | 87 | 14 | 97 | 85 |
| Akmyanskiy | 157 | 10 | 156 | --- |
| Alituskiy | 89 | 18 | 78 | 100.6 |
| Anikshchyan'skiy | 119 | 6 | 116 | 125 |
| Birzhayskiy | 82 | 17 | 82 | --- |
| Varenskiy | 107 | 14 | 126 | 99.8 |
| Vilkavishkiy | 131 | 8 | 113 | 133 |
| Vilnyuskiy | 74 | 10 | 99 | 73 |
| Zarasayskiy | 88 | 45 | 92 | --- |
| Ignalinskiy | 68 | 6 | 68 | --- |
| Ionavskiy | 75 | 16 | 75 | --- |
| Ionishkiy | 92 | 12 | 98 | --- |
| Kapsuk'skiy | 70 | 19 | 70 | --- |
| Kaunasskiy | 74 | 8 | 65 | 77 |
| Kayshyadorskiy | 66 | 12 | 138 | 54 |
| Kedaynskiy | 118 | 14 | 90 | 128 |
| Kelmeskiy | 107 | 32 | 107 | --- |
| Klaypedskiy | 83 | 15 | 78 | 88 |
| Kretingskiy | 83 | 17 | 104 | 81 |
| Kupishkiy | 113 | 20 | 110 | --- |
| Lazdiyskiy | 134 | 39 | 121 | 6.1* |
| Mazheykskiy | 102 | 17 | 98 | --- |
| Moletskiy | 159 | 12 | 139 | --- |
| Pakruoyskiy | 96 | 18 | 101 | --- |
| Panevezhskiy | 87 | 15 | 120 | 85 |
| Pasvalskiy | 136 | 24 | 136 | --- |
| Plungeskiy | 104 | 45 | 104 | --- |
| Prenayskiy | 100.2 | 39.2 | 114 | 99.2 |
| Radvilishkiy | 108 | 15 | 125 | 79 |
| Raseynskiy | 67 | 12 | 67 | --- |
| Rokishkiy | 102 | 17 | 104 | --- |
| Skuodasskiy | 83 | --- | 83 | --- |
| Tauragskiy | 159 | 24 | 128 | 168 |
| Telshyayskiy | 70 | 12 | 117 | 59 |
| Trakayskiy | 77 | 18 | 101 | 72 |

| A | 1 | 2 | 3 | 4 |
|-----------------|-----|----|-----|-----|
| Ukmergskiy | 74 | 16 | 98 | 67 |
| Utenskiy | 120 | 5 | 120 | --- |
| Shakyayskiy | 94 | 14 | 109 | 72 |
| Shvenchenskiy | 71 | 28 | 74 | --- |
| Shilalskiy | 111 | 34 | 100 | --- |
| Shilutskiy | 119 | 38 | 120 | --- |
| Shirvintskiy | 98 | 29 | 121 | 95 |
| Shyaulyayskiy | 92 | 13 | 110 | 90 |
| Shalchininkskiy | 95 | 13 | 95 | 80 |
| Yurbarkskiy | 107 | 34 | 103 | 280 |

*- one time

Lithuanian SSR Central Statistical
Administration

purchase all the marketable vegetables that are grown and use them economically. All procurement organizations must determine the marketable vegetables remaining on the farms of their zone and purchase them. It is necessary to continue the procurement of vegetables even after the plan is fulfilled.

Farm directors and specialists must analyze how plans will be fulfilled and present the appropriate documents to statistical bodies so that all of the vegetables, which are used for public consumption and also sold in a kolkhoz market, are included in the procurement report.

The rayons and farms, who have vegetables for fulfilling the plans, must arrange matters so that the carrots of the table variety, which are grown for fodder, will also be sold to the state. On some farms, vegetables still remain in the harvested fields. It is necessary to harvest them without delay, sort them, and sell all of them that are suitable for food to the purchasing bodies.

Accelerating vegetable sales rates will provide an opportunity to fulfill the plans for their sale to the state in the next few days.

8802

CSO: 1827/98

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CONSUMER GOODS PRICE REDUCTIONS

Tbilisi ZARYA VOSTOKA in Russian 1 Dec 83 p 3

[Interview with N. T. Glushkov, chairman of the USSR State Committee on Prices, by a TASS correspondent; date and place not specified]

[Text] The significant decrease in retail prices of a number of articles and goods, which the CPSU Central Committee and the USSR Council of Ministers recognized as being necessary to make on 1 December of this year, was convincing evidence of the Leninist party's and Soviet government's concern for the further improvement of the Soviet people's well-being. The economic policy of the country of the soviets, which was developed by the 26th party congress and by the decisions of subsequent CPSU Central Committee plenums, is being implemented.

In accordance with a decision of the CPSU Central Committee and the USSR Council of Ministers, the USSR State Committee for Prices announces a decrease in state retail prices for individual consumer goods as of 1 December 1983.

A decrease in retail prices is provided for:

Carpets and carpet items -- an average of 20 percent;

Astrakhan items -- an average of 30 percent; and mink (except collars) and sable articles -- an average of 26 percent;

Colored television sets (except "Temp", "Rubin" and "Raduza" brand televisions) and portable black and white sets -- an average of 17 percent;

Individual brand radio items -- an average of 13 percent; individual brand household refrigerators -- an average of 15 percent;

Camera equipment (except the FED and "Kiev" brand cameras) -- an average of 19 percent, and several other cultural items an average of 25 percent; quartz wristwatches with hands -- an average of 30 percent.

The total amount of the decrease in retail prices is estimated at 2.6 billion rubles a year.

A TASS correspondent asked N. T. Glushkov, the chairman of the USSR State Committee for Prices to comment on this large scale action that was carried out for the sake of millions of workers.

[Question] Nikolay Timofeyevich, what factors determine price policy for consumer goods in our country?

[Answer] Prices for these items should stimulate the production of that assortment of products which satisfy to the greatest degree the sensible needs and demands of the population and which contribute to the solution of the tasks that have been assigned by the party and government in improving the Soviet people's living standards.

The steady growth in industrial and agricultural production, housing construction, retail trade and financial incomes of the urban and rural population; and the solution of important social problems have permitted the material prosperity, culture and life of each individual to be raised to a qualitatively new level. The Soviet people are eating better and dressing with more variety, free time from work has been increased considerably, and housing and living has become more comfortable and rest more interesting and valuable. The population's real income has increased more than twofold during the last 20 years. Social security has received a new and qualitative development. On the whole, approximately 37 billion rubles a year are now being directed toward the payment of pensions.

All Soviet people enjoy free of charge the services of schools, higher educational institutions, hospitals, polyclinics, libraries, and many other educational, cultural, enlightenment, medical, and sports institutions which are maintained by public consumption funds. The payments and benefits, which were received by the population from public consumption funds, reached 128 billion rubles in 1982 or approximately 470 rubles on a per capita basis.

Considerable successes have been achieved in solving the housing problem. Since 1970 alone, approximately 1,300,000 square meters of housing have been constructed in the country. This is more than a third of all the housing that has been commissioned during all the years of Soviet power. Now, approximately 80 percent of the urban population lives in individual apartments. Their lay-out and comfort have been improved.

Fees for housing, transport and communal and personal services are being kept at the lowest level possible that is accessible for all layers of the population; approximately 70 percent of the actual expenditures for these purposes, that is, more than eight billion rubles a year, are compensated for by the state from public consumption funds.

The circle of the Soviet people's requirements is continuously expanding; and the demand of the population for fashionable clothing, footwear, toilet

articles, perfumes, radio and television novelties and other complicated domestic equipment, comfortable and beautiful furniture, and many other items is growing. This is graphic evidence of the steady growth in the population's prosperity.

Every Soviet individual sees how the country has progressed in producing the majority of the goods for satisfying the sensible demands of the workers. Stability in the retail prices of basic goods is being maintained. Thus, the prices for bread and all bread products are being maintained at the 1954 level and for meat and dairy products at the 1962 level. The overall increase in prices for individual types of goods during the last 28 years was only nine percent with a 2.5-fold increase in wages during this same time and a 1.7-fold increase in payments for the labor of kolkhoz members during the last 13 years alone.

It is necessary to remember in this regard that the amount of price increases from 1 February 1983 was approximately four billion rubles and subsequently, 25 April and 1 September 1983, prices for a number of goods were decreased by almost three billion rubles. And here, the CPSU Central Committee and the Soviet government have now decided on a new decrease in retail prices totalling 2.6 billion rubles as of 1 December 1983. This completely covers the price increase in February 1983, and the population's gain calculated for the year is more than 1.6 billion rubles. As the production of consumer goods is increased and their costs decreased, retail prices will be lowered in the future.

I want to especially point out that the present decrease in retail prices has occurred during a period of sharp worsening of the international situation through the fault of U. S. imperialist circles. The fact that the party and the Soviet government have considered it possible to take this step now in the interest of the workers is convincing evidence of our motherland's economic might.

[Question] Along what directions will the further improvement in retail prices and tariffs for various goods and services be taken?

[Answer] The measures, which have been adopted this year to change retail prices and tariffs on individual goods and services, have not eliminated all existing distortions and discrepancies within the stable price system that was established dozens of years ago. We will gradually eliminate them.

As Comrade Yu. V. Andropov pointed out during a meeting with Moscow's machine builders, the policy, which was defined by the decisions of the 26th CPSU Congress for insuring the stability of retail prices for food and non-food items, will at the same time be steadily implemented for the sake of the workers.

Along with this, we -- when establishing retail prices for new consumer goods that satisfy the diverse and ever growing wants of the population -- will proceed from the fact that the prices for new goods of improved quality should

be differentiated (with respect to existing prices for similar goods) with a consideration for their new quality and consumer properties.

The new prices should stimulate enterprises to expand the output of goods and to update their assortment. The failure to consider in the prices the additional expenditures, which are connected with improving the quality of goods and with achieving new consumer properties, would make the production of high quality goods economically unprofitable for enterprises.

The system of establishing temporary prices for goods of improved quality with an index of "N" and also of stipulated prices for the first test lots of goods and especially for stylish items based on an agreement between industrial and trade enterprises has been called to act in strengthening the stimulating role of retail prices in the further growth of production and in raising the quality of goods.

The stabilization and subsequently lowering of retail prices is really possible only when there is a growth in labor productivity and a decrease in production costs in all branches and areas of the national economy, that is, through the better and more productive work of each collective and each worker in our country.

8802

CSO: 1827/98

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STATE AND COOPERATIVE TRADE TURNOVER

Moscow SOVETSKAYA TORGOVLYA in Russian 17 Sep 83 p 1

[Article: "The USSR Central Statistical Administration Reports"]

[Text] The commodity turnover of state and cooperative trade, including consumer cooperative turnover for the sale of agricultural products which were purchased using the prices agreed to in the contract, reached 52.43 billion rubles during the period July-August 1983 including a consumer cooperative turnover of 15.28 billion rubles.

Compared with January -August 1982, the retail commodity turnover during the period January-August 1983 grew by 1.9 percent in comparable prices.

Compared with January-August 1982, the increase in commodity turnover during the period January-August 1983 in percentages for the union republics is described by the following data:

| | |
|-----------------|-------|
| RSFSR | 101.4 |
| Ukrainian SSR | 102.1 |
| Belorussian SSR | 102.7 |
| Uzbek SSR | 105.0 |
| Kazakh SSR | 101.5 |
| Georgian SSR | 103.3 |
| Azerbaijan SSR | 103.3 |
| Lithuanian SSR | 101.5 |
| Moldavian SSR | 103.1 |
| Latvian SSR | 100.4 |
| Kirghiz SSR | 101.7 |
| Tajik SSR | 103.8 |
| Armenian SSR | 101.5 |
| Turkmen SSR | 103.9 |
| Estonian SSR | 101.1 |

8802

CSO: 1827/98

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ADVOCACY OF PRODUCTION OF PLASTIC GOODS

Moscow EKONOMICHESKAYA GAZETA in Russian No 2, Jan 84 p 20

[Article by A. Lobko, chief of the Department of Technical and Economic Research, Polimerbyt NPO [Scientific Production Association], candidate of economic sciences: "Plus Specialization--The Contribution of Chemists to the Production of Goods"]

[Text] By the decree of the CPSU Central Committee and the USSR Council of Ministers, entitled "On Additional Measures To Improve the Provision of the Population with Consumer Goods during the Years 1983--1985," the country's chemists have been assigned the task of bringing the volume of items produced from plastics up to an amount worth 530 million rubles by the end of the five-year plan.

Increasing the output of products made of plastics will not only be conducive to a more complete satisfaction of the population with regard to items but, at the same time, will also save significant quantities of many materials in short supply and conserve labor and energy resources.

In recent years chemists have done quite a bit to increase the production of goods. Within the system of the Ministry of the Chemical Industry alone their output is engaged in by 104 enterprises and organizations of nine All-Union Industrial Associations. During the past year, in comparison with 1980, the production of plastic items for the population increased in this sector by more than 30 percent and amounted to more than 400 million rubles in monetary terms.

It is not only the volumes of production which are increasing. At the same time, the assortment is being renovated, and the quality of the goods is being upgraded. Since the beginning of the present five-year plan more than 300 new items have already been assimilated in this sector. Enjoying great demand, in particular, are certain types of products of the Leningrad Production Association for Processing Plastics imeni Komsomol'skaya pravda, the Syzran Plastik PO [Production Association], as well as the Vilnius and Borisovo plants making plastic items.

Nevertheless, the constantly growing demand is outstripping the supply and the degree of satisfying the trade system's requisition orders for a number of items for domestic and cultural purposes, as well as haberdashery goods.

One of the principal reasons for this is, I think, that the output of items made of plastics is being carried out on those same production capacities as are being used to produce technical items. The Ministry of the Chemical Industry now has only two enterprises specialized for turning out plastic goods --the Suvenir Plant and the Uzbytplastik NPO, as well as the following two workshops: the Orekhovo-Zuyevo Karbolit PO [Production Association] and the Polimerbyt NPO.

Also having a telling effect is the dispersal of production throughout many enterprises; moreover, this is extremely uneven. Within the Soyuzplastpererabotki system, for example, six plants and associations out of the 27 account for 57.7 percent of the total output of plastic items by this VPO [All-Union Industrial Association]. In fact, the shoulders of a few, as a rule, the most advanced plants take on the difficulties of fulfilling the plan with regard to goods. But, of course, organizing the large-series, specialized production of goods will allow not only a more rapid and higher-quality satisfaction of demand but also raise the level of profitability of items. For example, the Dzerzhinsk Plastik PO during the last few years has decreased by 9/10 the number of jars being produced for dry-pourable products. And here is what happened: the production cost went up from 29 to 35 kopecks per unit, and production shifted from being profitable to unprofitable.

The task of conducting an integrated policy in the country in the production of items made of plastics has been entrusted to the recently established Polimerbyt NPO, which includes the Karacharovskiy Plastics Plant as a testing-experimental center. A comprehensive plan for developing the production of goods during the next five-year plan has already been worked out within the Soyuzplastpererabotki system. In particular, it has been provided that the Karacharovskiy Plastics Plant fully specialize in turning out consumer goods; their production here is scheduled to reach an amount worth 63.4 million rubles by 1990.

It has also been provided (and this is a matter of no small importance) to put some order into the haphazardly developed assortment of plastic items. Most of the enterprises have been directed to turn out large series of individual items and sets of goods for various functional zones. Specific assignments on this score have been set for the Karacharovskiy Plant, the Uzlovskiy and Dzerzhinskii Plastik PO's, the Izhevskiy Plastics Plant, and others. Putting order into the assortment and setting up large-series production will allow us to improve the utilization of the production capacities at enterprises of the Ministry of the Chemical Industry, which, up to now, have still been engaged in turning out the principal types of goods by 63--86 percent.

The increased production by the chemists of high-quality consumer goods depends, to a large extent, on persons in closely allied fields, those who supply raw materials, equipment, paints and dyes, rigging accessories, etc. During the year just expired the industry turned out somewhat more synthetic resins and plastics than last year. But the need for raw materials is still not being fully satisfied.

Under these conditions, of great importance is the economical utilization of raw materials, the processing of production wastes, and the use of secondary

Specialists have thoroughly analyzed, for example, the thickness of film items attached to identical products being turned out by the enterprises of Soyuzplastpererabotki, and they have provided their own recommendations. Their utilization allows us to save about 2,000 tons of polyethylene, from which additional consumer goods can be turned out, amounting to more than 10 million rubles worth.

A company-type store for selling goods made of plastics will soon be opened in Moscow. Here the consumer will evaluate the new items being assimilated by the sector's enterprises and exert a direct influence on the determination of demand.

I would also like to talk about providing incentives for the production workers to turn out new items corresponding to fashion trends. As a rule, this factor is not taken into account in setting prices on a product. The statute on the procedure for setting agreed-upon prices on the first few test batches of goods and particularly fashionable items and the differentiation of trade discounts, providing for the introduction of additional mark-ups on the retail price is, for practical purposes, not applicable to the production of plastic goods, inasmuch as it takes into consideration a maximum circulation of the item (as stipulated by the action of a surcharge) of only 50,000 units. But the production which we are talking about, by the nature of its technology, is a mass type. Therefore, such a circulation can be accomplished already in 2--2.5 months, which could not pay back either the initial outlays for development or motivate the producer to subsequently increase the output of items enjoying demand.

Attention to this, as well as to other problems, will assist chemists to make a more substantial contribution to the cause of producing consumer goods.

2384

CSO: 1827/99

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PRODUCTION SHORTCOMINGS DISCUSSED

Kiev RABOCHAYA GAZETA in Russian 13 Nov 83 p 3

[Article by A. Yevteyev, UkSSR deputy minister of trade: "Shoulder to Shoulder: That's the Way Business Partners--Trade and Industry--Should March"]

[Text] It is assumed that, on an average, every inhabitant of this republic will spend more than a thousand rubles on purchases this year. This is not a bad indicator. Nevertheless, it has recently been determined that there is a lag in trade and in fulfilling the plans with regard to the principal indicator --retail trade turnover. During the two and a half years which have elapsed of the current five-year plan 520.3 million rubles less of goods have been sold to the population than were provided for by the plan; moreover, commodity reserves in retail trade increased by the same amount. There has been a particularly great sag in the reserve supplies of haberdashery, cultural, and household items. Moreover, in certain oblasts reserve supplies have been piling up of those items which, until quite recently, enjoyed a steady demand: porcelain china, electric appliances and radios, as well as silk fabrics.

How is this decline in consumer demand to be explained?

This first reason is that industry, while fulfilling the plan, as a whole, for deliveries with regard to quantity, has not fulfilled it with regard to quality. What does this signify? During the first half year of this republic's trade there was a shortage by more than 100 million rubles worth of items for which there is a demand among the population. The trade system orders one thing and receives something else. But only in rare cases is it something better. The most substitutions in the assortment occur in the areas of clothing, fabrics, furniture, footwear, and domestic items. A customer looks for clothing appropriate to the fashion and the season. For example, a man's suit made of lightweight, light-colored fabric, a woman's dress made of cotton, or a summer-type Pioneer's uniform. But he is offered a dark woolen suit, a dress made of [krimplen] nightgowns made of a synthetic, lacy materials, underwear made of acetate silk (rayon).

A second fact is quality. Many of the republic's enterprises deliver to the trade system items which do not meet the GOST requirements, the engineering specifications, and approved models. That is why last year the republic's Gos-torginspektsiya [Main Administration for State Inspection of Merchandise Quality and Trade] on 1500 occasions temporarily halted the reception of items from

enterprises turning out poor-quality products. For turning out defective goods fines were imposed in the amount of 15.3 million rubles, and the materials garnered from check-ups conducted on 101 enterprises where defects have regularly occurred have been sent to the investigative organs.

According to data of the UkSSR Ministry of Light Industry, every year from 60 to 90 percent of the assortment of goods being produced are renewed. But why is it that the consumers do not sense this renewal? Because these percentages include the replacements not so much of an item itself as of its components, most often its secondary ones. And for the consumer such an item is not new at all.

Here now for a number of years industry has been turning out items with the index symbol "N"--meaning a new item. It is considered that they are of better quality, more up-to-date, and hence they cost more. Enterprises have created specific conditions for stimulating the production of such items. Many of them are liked by the consumers, and they have gone into serial production. But quite a few new items pile up in remainders; the population refuses to buy them. Last year three footwear-manufacturing enterprises from Odessa, Kiev, and Nikolayev were presented with 1.5 million rubles for advertising on items designated "N." These shoemakers paid out 422,000 rubles in fines. During this same period the groups of shoemakers received 945,500 rubles for awarding bonuses to their own workers. But, certainly, material and moral incentives for introducing new items should be directly dependent on whether or not the product enjoys a demand among consumers.

A third factor is the removal from production or the decrease of production, without informing the trade system, of items which enjoy a steady demand. This year, without any coordination with the wholesale centers, the Konoptopskiy Domestic Chemical Plant took water colors out of production, while the Kirovograd Novator Plant took sets of furniture out of production. At the Brovarskiy Illumination-Engineering Product Plant over the last three years 18 brands of items have been taken out of production, while only four have been proposed.

There is a well-marked, steady trend toward producing more expensive products to the detriment of necessary but cheap items. Therefore, there has been a decrease in the production of children's pyjamas, flannel and quilted blankets, as well as other inexpensive items.

But has the entire trade system and, above all, its wholesale organizations, done everything to defend the interests of the consumers? As the market becomes more and more saturated with goods, there arises the constant need to more rigorously study and shape the intra-group structure of demand, to be more demanding in taking into account the diversity of needs and demands from various categories of consumers. Orders from the trade system have not yet become the firm basis for planning the assortment, while agreements which have been concluded constitute actual grounds for deliveries. Thorough study and forecasting of demand at the present-day level is not a simple matter. It must be participated in not only by specialists and the demand service but also by the directors of wholesale centers, offices, and employees in the commercial, planning, and economic services.

Instances are still quite frequent whereby workers of the trade departments, in ordering items, are guided not by scientific, economically well-founded criteria, but rather by their own intuition. Testimony as to what this leads to is provided by instances of items being ordered which do not enjoy demand by the population. Thus the Obuv' firm for 1982 ordered 300,000 pairs of shoes made of [flowerlak' the demand for these products obviously fell off, and 11 million rubles worth of shoes piled up. There have also been similar miscalculations in other organizations.

Fashion has a noticeable influence on demand. Ignoring it, as a rule, leads to considerable losses.

During the first quarter of the present year the Kiev store named Zhenskiye obnovy received for sale 73 models of particularly fashionable items at the agreed-upon prices, but only 26 of them enjoyed any demand. The Republican House of Models cannot catch up with the fashions; the store is overstocked with a considerable portion of its models.

What is the cause of this? In our opinion, it lies in the fact that the House of Models has become not a legislator of fashions but rather an ordinary enterprise engaged in producing clothing. Here not enough attention is being paid to developing new models for industry.

It must be admitted that the trade organizations are likewise considerably at fault here. They far from always make use of their right to immediately reject items which do not move and to change the agreed-upon prices.

Wholesale organizations ought to be more effective in making suggestions to the price-forming organs with regard to establishing discounts from the wholesale prices on items which are not in demand. At such discounts they will not be profitable to produce. This is an important lever for influencing industry.

Is it possible to trade in such a way so as to have no items left over by the end of the year or the season? Unfortunately, nobody has yet succeeded in achieving this. Even with the successful application of all the quality levers, items left over at the end of a season must be sold at reduced prices. A specific example of such a sale is the decision by the government to conduct, beginning on 1 September 1983, in the retail network of state and cooperative trade a seasonal sale of items at reduced prices.

An important source for satisfying the population's needs is the production of consumer goods. The republic's Council of Ministers has adopted a decree on their additional output this year by an amount worth more than 1.5 billion rubles.

Our republic ships in 60.5 million rubles worth of 126 brands of the simplest domestic and cultural items. But almost all of them could be produced locally. In a number of oblasts--Dnepropetrovsk, Rovno, Kherson, and others--the demand for pottery is not being satisfied. Could it be possible that these oblasts are lacking in the raw material for pottery items? What is important is that we need the initiative of the local organs and the local trade

organizations. The Collegium of the UkSSR Ministry of Trade has assigned to its wholesale organs the task of specifying a list of items for mandatory production in the oblasts. And it proposed that items not be shipped in here which it is simple to produce from local raw materials.

The trade system still cannot satisfy the needs of the population for building materials. Because its requisition orders, for example, for crushed stone are being satisfied by only 8 percent, for limestone--by 10 percent, for bricks and rubble--by less than 20 percent.

Far from all industrial enterprises have developed consumer goods, even though they have the potentials for doing this. There are many such enterprises in Cherkassy, Sumy, and Odessa Oblasts. They do not all perform their tasks with regard to producing consumer goods per ruble of the wage fund. Here and there this indicator reaches 30 kopecks, much lower than the average sectorial level. By the way, the average republican level is approximately 1.5 rubles.

With the significant increase in the production of items, particularly those in daily and mass demand, the need has also arisen for a supplementary coordination of the production of such items on a republic-wide and country-wide scale. Their output must not be at a loss, so that material and labor resources, as well as raw materials, should not be expended in vain. The wholesale organizations should function as such a coordinator.

At the 1983 fairs, where orders took shape for the following year, many models of new items were presented of a higher level of quality and a broader range of assortment. And this showed the influence not only of more stringent trade requirements but also a more responsible approach on the part of the industry's representatives. The trade specialists have approached the drawing up of agreements with high standards, as have also the industry's specialists to the quality and assortment of the goods being turned out. All this will have an effect in the significant renovation of mass goods for the coming year.

Trade and industry must always move arm in arm. This is not merely a good wish; this is a necessity for the present day.

2384

CSO: 1827/99

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FOOD-PROCESSING PLANT CONSTRUCTION UNDERWAY IN KIEV

Kiev RABOCHAYA GAZETA in Russian 11 Nov 83 p 2

[Article by V. Shamet'ko, RABOCHAYA GAZETA special correspondent: "Delays Mean Losses: How Construction Is Coming Along on Plants for Processing Food Wastes"]

[Text] There is no longer, perhaps, a single large-scale enterprise which would not like to engage in developing a subsidiary farm. The success of this matter depends, as a rule, on solving the feed problem. But it is impossible to solve it without a well-organized collection of food wastes or secondary calories, as written about in documents.

At the UkSSR Ministry of Housing and Municipal Services I was given the following information: a ton of food wastes yields tens of kilograms of inexpensive pork. Five tons save the state a ton of grain. Calculations have convincingly shown that in Kiev the collection of secondary calories from the population, enterprises of the food industry, and food trade could amount to 300,000 tons per year. If they are effectively utilized, they could feed 200,000 pigs during the same time period. The delivery weight of the livestock would be equal to 105--115 kilograms.

Let's single out the main thing from this information--"if they are effectively utilized." At the UkSSR Ministry of Agriculture they explained things as follows: food wastes are not yet feeds. They must be processed on special equipment--sterilized, cleaned of mechanical admixtures, and enriched with amino acids. Feed production on asphalt, if I may so express it, is an extremely complex matter. It is necessary to set up, in the first place, the collection of secondary calories, in the second place, their processing, and, in the third place, their sale, because, of course, the product is highly perishable, and there can be no delays involved with it.

All the parties concerned have shown a serious attitude toward solving this problem. As far back as 1975 three of this republic's ministries--housing and municipal services, trade, and health--worked out an instruction for the collection and haulage of food wastes. It is stated there that on the secondary calories collected from every 100,000 persons of the urban population, as many as 2,000 pigs could be maintained and approximately 8,000 quintals of meat obtained annually. This document and the engineering charts attached to it were intended for employees of the housing and municipal services, transport, and other organizations engaged in the collection of secondary calories.

We know now, in principle, how to obtain feeds from "urban asphalt." To be sure, there are still quite a few difficulties. There are not enough motor vehicles to haul them out. In general, there is no special transport for this purpose. Therefore, it is necessary to re-equip the existing motor vehicles. Furthermore, as stated above, food wastes do not become feeds without processing. And what should be done in such large cities as Odessa, Donetsk, Kharkov, and Kiev?

We must build special plants for processing secondary calories. Such a conclusion was reached by the concerned organizations and departments of these cities as long ago as the early 1970's. All manner of conferences and seminars were convoked. The drafting of plans for such enterprises in accordance with individual orders was assigned to be worked out by the Ukrsel'khoztekhproyekt Institute. The chief planning engineer of this institute, N. Yel'tsova, states the following:

"Every city whose population has exceeded the half-million mark needs plants for processing food wastes. We are prepared to plan them. At present, however, the most important thing is to bring about a situation whereby work is speeded up somewhat on those enterprises which are already under construction."

Yes, indeed, two plants are already under construction in accordance with this institute's plans. One is located southwest of Odessa in the Razdel'yansk Rayon and the second on the northwestern edge of Kiev near the village of Dmitrovka. The first will turn out a dry product, 50,000 tons of a nutritional powder per year, which will be delivered to pig farms, where a hot feed will be made of it. The second enterprise will be able to process as much as 100,000 tons of food wastes a year.

The director of Ukrsel'khoztekhproyekt, M. Bogdan, relates the following:

"In developing our plans, we strove to surpass the best world models. It has long been known that if you simply copy something which has already been done, you will obtain something worse."

Imagine the white-tile main production complex, and inside of it a multiplicity of apparatus, machines, devices, tanks, and pneumatic pipelines. The entire technical process is conducted without the participation of human hands. Under the dome of the main building is the extensive, glassed-in operators' panel. It is connected to the automatic units. Entering one end of the workshop are the secondary calories, while coming out of the other end are the hot, enriched feeds in the form of a paste. They are sent through the pneumatic pipelines directly into the feeding troughs of the pig-raising complex, which has been built right next to the plant.

The shoats will enter the pig-fattening facility of the plant at the age of 4.5--5 months, weighing 50--60 kilograms each. The time period for fattening them up to 105--112 kilograms is 118 days. During a year's time the head of livestock will be renewed thrice. The total pig production will amount to 63,000 head, or 6,867 tons of pork.

The plant near Kiev was scheduled to start up on 1 December of the current year. The one near Odessa has had its start-up delayed for the second year in a row already.

In Razdel'nyansk Rayon the Odessapromstroy Trust is the general contractor for the plant under construction. The insufficient rate of building this enterprise has been mentioned more than once at expanded sessions of the gorispolkom. But no special changes have been observed.

... It was noisy in the construction superintendent's office; certain schedules had already been passed around from hand to hand, but nobody could make anything out of them.

"We have already lost two weeks because of your fault!" the installation workers complained irritably. "Today too we are standing around idle. But time is money. If you don't have enough people, try out another solution, but please don't hold us up."

The Odessa plant, like the Kiev plant, must be started up at the year's end. However, the builders have only half-completed this project. Furthermore, they travel 45 kilometers to work every day from Odessa.

As before, things have not gone along on the construction project without irritating disruptions. They have various causes, but most often the disorders occur because of a lack of coordination in the actions of the various organizations. No matter how strange this may seem, there are complaints directed at the planner--the Ukrsel'khozproyekt. It is said that the plant's capacity was inflated by almost double. The plan was designed for 365 working days a year. But if days off and holidays are subtracted, there remain approximately 250 days during which the plant will be operating. As we can see, in Odessa the builders clearly do not understand what kind of enterprise they are working on.

"Does that mean, therefore, that on the days off the pigs do not need to be fed?" laughed the director of the Kiev plant, A. Nikulin, when I related this story to him.

"We will be working in two shifts, and a sliding schedule has already been worked out. Metallurgists and chemical workers never stop their production lines. Nor will we. And so we will obtain 365 working days per year."

Simple, isn't it. Therefore, it must be said straight out: such "problems" arise most often because people want to justify themselves ahead of time for a disruption of the plan assignments. With regard to many other urgent production questions, the general-contracting trust has also engaged in looking for persons to blame on the sidelines.

Judging by all the evidence, they have likewise underestimated the importance of the construction project in the Odessa gorispolkom. Up to now there has been no special motor-vehicle transport or containers for collecting food wastes. Under such conditions the plant which has gone into operation will remain without raw materials.

In Kiev such questions do not need to be asked. However, there are difficulties there too.

"At the initial stage of the plant's operation there will be no problem with raw material," I was told by the plant's chief engineer, I. Zhoglo. "The city has guaranteed the delivery of food wastes. But motor vehicles for shipping out the finished product have not yet been allotted. We need a total of 30 vehicles of the ZSK-10 and RZhU-3.6 types. This question is being resolved in the republic's Gosplan. The general contractor--the Kievgorstroy-6 Trust, along with the sub-contractors from Kievelektromontazh and Kievpodzemdorstroy, are working well. But now the suppliers are letting us down.

Thus, four heat exchangers have not been sent from the city of Bugulmy. This requisition order is now being filled on a rush basis at the Krasnyy Oktyabr' Fastovsk Plant. All eight ZS-6 steamer-mixers were delivered with defects from Uman. They are supposed to operate under a pressure of 0.7 atmospheres, but in tests (wherein their tanks were filled up with water) they leaked. Furthermore, entire assemblies of clearly defective parts have been discovered in the equipment. The Sumsk enterprise sent KPO-150 and PUS-1.04 switch gears without gasket seals.

But all these, as they say, are production problems. In Kiev things are going well, in Odessa--not very well, but still the plants are being built. And how do matters stand in Kharkov?

The technical and economic fundamentals for the construction of facilities in these cities were completed long ago by the Ukrsel'khoztekhpriyekt Institute. All the documentation has been approved. But it has not been included even in the plan for 1984. If we figure that, with the tightest possible deadlines, it takes a year to prepare the plans, then it turns out that the plants for processing secondary calories in Kharkov and Donetsk will not begin construction during the present five-year plan.

It is clear to everyone that such a situation is seriously undermining the economic indicators of agro-workshops in two of this republic's most important centers. The links between the collection and processing of food wastes and the development of agro-workshops, judging by all the evidence, have not yet been seen either in Kharkov or in Donetsk. There have been no further eloquent slogans about the benefits of collecting food wastes in these cities. There is a lack of containers, there is no special transport, and the cottage-type workshops engaged in processing secondary calories do little to solve the problem.

Moreover, delays here are fraught with serious losses. The plants which we are talking about are not luxuries but rather a means of drawing into production meat of enormous, heretofore unutilized, resources. They alone are capable of solving the problem of feeds for agro-workshops of industrial enterprises.

2384

CSO: 1827/99

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

POOR PRODUCE DISTRIBUTION IN MOSCOW AREA DISCUSSED

Fruit, Vegetable Shortage Criticized

Moscow IZVESTIYA in Russian 25 Sep 83 p 2

[Article by G. Shipit'ko, special correspondent to IZVESTIYA and O. Pavlov: "At the Market Place and in the Store: Conversation About the Produce Trade With Fellow Workers, Officials and Ordinary Consumers"]

[Text] The other evening, we left the editorial offices and walked down Gorkiy Street and along Stolesnikov Lane. One of our party who lives and works in northern Kazakhstan did not hide his amazement:

"I really don't understand what I'm seeing. Not long ago Karaganda was criticized in the newspaper for its produce trade. And it was true. Karaganda, however, is not Moscow, but frankly speaking, we have much more energetic trading, and the assortment is better. Here you don't even have bananas."

The next day a colleague phoned from Khabarovsk.

"In the last 2 or 3 years, we have solved the problem of fruits and vegetables very well. There are many, and the delivery is good."

This is the information from Donetsk:

In the microrayons of the town in well-equipped pavilions, subsidiaries of produce stores operate. Evening markets are popular and they operate so that people can buy fruit and vegetables conveniently after work. In the oblast there are approximately 600 specialized vegetable stores, 420 vegetable sections in large commercial enterprises, 3,100 small retail points and 240 greens markets.

Muscovites can only envy the inhabitants of Donetsk. In July and even in August often the impression has been created that the main fruits and vegetables of our Russian localities are bananas and partly oranges. It is true that shops are fairly well supplied with potatoes, and that greens of some kind or other are thrown onto the market. It is true that melons have appeared, and there was a wave of green peppers, but this was recently. On the whole, the assortment is meager and unremarkable in appearance.

What's going on? A poor harvest, perhaps? Some kind of spoilage in the gardens and on the plantations? Well, let's take the editorial typewriter and go to the shops and markets.

Delegatskaya Street, next to the Olympic Stadium, a large, thickly populated rayon. Store No 16. Saturday morning. Here is what is offered to the consumer: potatoes, beets, onions, carrots (very poor quality), garlic, hothouse cucumbers, bananas.

"Yes, the assortment isn't the best," agrees the store manager G. Gobuya, "although it also isn't the worst--you can be sure of that. In general, I haven't been here very long--2 months in all. Probably I haven't yet succeeded in working out the right connections with the base."

"What base is that?"

"Dzerzhinskaya inter-rayon. Colleagues have a good opinion of it, by the way. Nevertheless, this is the 5th day I haven't received tomatoes, even though I sent in the order. There are no plums, no apples, very rarely pears. There is no sauerkraut--they say it's early, that it 'hasn't come in yet.' You understand, here's our trouble. You came in the morning, but they rarely ever deliver anything in the morning. We are selling yesterday's, day before yesterday's and even older goods. But in the middle of the day, suddenly five or six trucks arrive. They need to unload quickly in order to avoid a fine. The people are nervous, and the customers dissatisfied. And they are justly dissatisfied. They see the trucks stopping, but for a long time there has been no produce at the counter."

On Leninskiy Prospekt in store No 10 (October Fruit and Vegetable Office) there were grapes, cabbage, lettuce, beets, carrots, parsley, celery, melons, sauerkraut, watermelons and apples. In general, everything looked better here than in the other places. Manager N. Alekhina explained this relatively fair selection partly by the constant and well-tended direct ties with the Gorkiy, Moskovskiy and Marfino sovkhoses. But nevertheless, she was dissatisfied with the October base--it doesn't supply tomatoes, eggplant or squash. It delivers the produce in trucks loaded with bulk produce, in an unsystematic way. Because of this, great losses are incurred in the trade.

"The produce should be much better now, and more diverse. It's the time for vegetables as well as fruit," N. Alekhina said, with what seemed to us to be sadness.

On the other hand, not far away shone--with all the colors of the rainbow, and even some not in it--the Cheremushinskiy kolkhoz market. After the morning's underpopulated stores and their rather pitiful aspect, here life literally seethed, and everything spoke to the fact that the present harvest of vegetables and fruits was good--in oblasts near Moscow as well as in the Ukraine and Moldavia. And everything that had not been in the stores shone here in the sunlight, appearing before us in all its splendor. And who had said that the sauerkraut had not yet "come in?" A long row of proprietresses offered it for a very modest price. And tomatoes? Those in the store (when

the store had them) were 70 kopecks per kilogram; here, choice tomatoes went for 1.2-1.5 rubles per kilogram, and the less choice for a ruble per kilogram. Countless quantities of apples of all possible varieties were 50-80 kopecks per kilogram. There were eggplants, squash, scallop squash, plums--whatever you wish. Except bananas. Although, by the way, they were there at the market, in store No 21 of the October raypishchetorg [rayon municipale organization for trade in foodstuffs].

The market manager, M. Kolchin, was obviously satisfied by the imports, by how business was conducted.

"The only pity is that they had to close the gates; there are no more trade locations or weights," the manager said. "You noticed, probably, that they are selling on the streets, but what can you do?"

And actually, about 10 cars stood at the threshold of the market. They offered potatoes by the bucket and squash by the piece.

All this also took place at the Central Market on Tsvetnyy Avenue. True, the prices here were somewhat higher. And that is why, probably, in the center of the vegetable hall in front of store No 17's stall, people stood in line for a third of their day off for tomatoes. By the way, they were from the same Dzerzhinskaya base.

On this same day we also went to Podolsk and Chekhov to find out how they trade in the Moscow suburbs. We drove up. At the curbside were the same buckets with apples and potatoes, squash, pears. The Podolskiy market doesn't strike the imagination as, say, the Cheremushkinskiy. But it also clearly won in comparison with the town stores which were even poorer than in Moscow. It is true that there were green tomatoes from Azerbaijan there, but they were not succeeding well.

The assistant manager of the Podolskiy market, N. Kotov, said that there could be more produce, and it could be cheaper, if the bureau of trade services would set up the operation well. However, it only began to operate recently and does not have enough personnel, and he would like town executive committee help.

We went to Chekhov essentially in vain. The market was inactive. At the height of the season builders are laying heat ducts; they had excavated on all sides, and the market is impossible to approach. In the town's largest store, No 30, a lone salesman was having a boring time of it. He was also the cashier and was near those stone malachite tomatoes and apples made to look like a natural branch. Where, it would be interesting to know, were such things made, that there were completely choice apples around?

But it must be said that even Chekhov had its type of oasis. Alongside the railroad station a gay, improvised little bazaar spoke to the fact that the local gardens and orchards had also shared in the current harvest.

The majority of those we met in stores, at bases, and at markets were officials who gave the impression of qualified people, interested in ultimate success. Therefore, it hardly seemed rational to look for the cause of the indifferent trade on these days in a number of rayons in the capital in the personal business inadequacies of individual managers. It occurred to me: perhaps there just isn't anything to sell? Well, if there aren't any tomatoes, there just aren't, and that's that.

"What are you talking about?" said A. Serdyukov, the director of the USSR Ministry of Agriculture Main Administration for Potatoes, Vegetables and Melon Crops. The harvest of many vegetable crops is higher this year than last year. More has been dispatched to the union fund, and naturally to Moscow. I don't find an explanation for such a shortage; I consider it artificial. Judge for yourself. It's the end of summer, and we have yet to see a sufficient supply of dill, parsley and celery. Do they really not exist? Every day tens of vehicles drive around the capital from store to store, from base to base. They don't bring the goods. Mountains of acts of refusal to deliver the green produce have accumulated. And before this, we were "suffering" for radishes. A cheap item is not suitable for selling. One can also partly understand their reasoning: vegetables must be packed up, and there aren't enough people. But the old ladies who sit in the market place aren't complaining. Even now, the price for a bundle of dill or parsley has not dropped below 20 kopecks, and later it will go up. We have calculated here that at the market place a kilogram of dill or parsley costs up to 40 rubles. No, I don't understand this shortage. Here, again, bureaucratic interests are colliding, and the consumer suffers."

"That's how it actually is," said specialists of the USSR Ministry of the Fruit and Vegetable Industry, in support of the conversation. "In outlying areas it is easy to solve the problem. There, as a rule, the vegetable producer, the purchaser (our link), and the seller are part of one chain. In the enormous city of Moscow, the stores of our system operate, as does the Moscow City Party Committee Main Administration of the Fruit and Vegetable Industry, in addition to the cooperatives. There are difficulties with the coordination of delivery of products to bases, with transport, with not having enough people for either the bases or in the retail trade."

As for production, it exists. Tomatoes in several bases simply lie there a long time. One can understand that they suffer from spoilage in this way. In the Ministry of the Fruit and Vegetable Industry, the Moscow and suburban bases, on the whole, are not operating properly to meet the needs of the capital. The cases of unconscientiousness in relations with suppliers are numerous.

The director of the Volgograd fruit and vegetable base, S. Rybkin, having received apples from the Uzbek sovkhos "Biruni," announced that they were of low quality and that the stores didn't want to make them. He was counting on the fact that no one would verify it. Just think, one lot of apples from a single sovkhos. But the specialists from the fruit and vegetable industry weren't lazy, and they verified it. The apples turned out to be good, and the base had to settle accounts with the collective according to the rules.

From the Kalinin base, also, came signals of low quality in some types of products. But when they began to verify it, it turned out that the produce had been sold and had been of the best quality.

At the Lyublin base, for unclear reasons, eggplant, peppers, squash and apples were "shelved" and not given for sale.

And yet, in these same trade circles, there were plenty of short supplies. More than a few stores receive very poor cabbage from the Kiev wholesale-retail fruit and vegetable base and sell it without any kind of sorting.

And commerce has its "company guiles." Here is what IZVESTIYA reader A. Skripkin wrote to us from Begovaya Street: "Why is it that in June and July, when a kilogram of tomatoes costs 1.5-2 rubles, you can buy them in every store? But when the price is much lower, there are no tomatoes? Are they waiting for the price to rise again?" And this is not the only letter of its kind. The reader-consumer quickly understood that selling bananas (and oranges) for 2 rubles a kilogram is more profitable. And in addition, there is less fuss: good, reliable packaging and tidy bagging.

Suburban Moscow farm suppliers also often add their contribution to the difficulties of the trade. Much, very much, of the produce goes to town terribly dirty. Sometimes up to 20 percent of the weight of the vegetables and potatoes brought to the base is dirt. This represents thousands of extra vehicles, and, the topsoil--the most fruitful layer of earth--is lost. The extra expenses (for transport only) amount to a quarter of a million rubles. And still, more than a little substandard produce leaves the farms.

Many economic relationships in the chain are unregulated: the production, the procurement, the trading, the consumer. Thus, today it is convenient for the farm to supply not a broad assortment of produce, but to fulfill its plan by wholesale production of two or three items, say cabbage and large beets.

And it is necessary to search for those economic levers which would make it mutually convenient to produce and sell a wide assortment of vegetables and fruit of a high quality.

All these questions, and others not touched up here, are unfortunately not new for Moscow and its suburbs. And much is being done to solve them. But nevertheless, the impression is created that the possibilities and rights of the executive committees of the local soviets in this matter are still used inadequately. In these market places the bureau of trade services operates weakly. In Moscow in general there is no organization which could buy up wholesale the production of the population (those apples given their present flow, say), and then sell them at the market place, influencing the price. Sovkhozes and kolkhozes do not go to sell at the markets very much, although they are given privileged rights in this affair--10 percent of the fruit and vegetable production is included in the plan, whenever they are sold. And in fact, the farms could regulate the prices at the market as it is done, for example, at the Cheremushkinskiy sovkhov "Moskovskiy."

However beautiful and tasty the "signor" tomato is from the private beds, it is still expensive to take a bite. And it is usually not in season. Furthermore, the worker and the professional can't constantly "live from the bazaar." This is only an aid to our table, but the rest must come from the kolkhoz and sovkhoz orchards, gardens and melon fields. They can completely guarantee us all that every family needs for each day. They can and they must.

Follow-up Article on Produce

Moscow IZVESTIYA in Russian 3 Oct 83 p 2

[Article by O. Pavlov in column "IZVESTIYA Spoke Out. What Was Done?": "'At the Market Place and in the Store,' Moscow City Soviet Discussed Article Published Under That Title in IZVESTIYA (No 267/268)"]

[Text] The essence of the article in brief: The discussion concerned the fact that given the huge stores of vegetables and potatoes in the bases in the capital area, the trade in them is organized with insufficient care. There is a narrow assortment of produce in the stores. At the same time, the selection of vegetables and fruits in the city and suburban markets is rich. This speaks to the fact that in the state trading, it should be possible to improve the assortment to coincide with that of the market, to aid in reducing the extremely high prices.

On 30 September the Moscow City Soviet executive committee discussed the statement in IZVESTIYA. The article was recognized to be accurate and timely. It was noted that as a result of verification, many officials had incurred administrative punishments. But mainly, the article served as an occasion for a basic discussion about the state of affairs in the fruit and vegetable economy of the capital. It turned out that during those few days which had passed from the time of publication, much had been accomplished. The network of vegetable bazaars had been broadened (to 175) and the vegetable stands (to 1,200). The overwhelming majority of stores of the Main Administration of the Moscow Fruit and Vegetable Industry (and there are more than 300 of them) now operate from 8 am to 9 pm and on weekends. The volume of packaged goods sales has increased.

The delivery of fruit and vegetable produce is well organized. The suppliers are fulfilling their obligations in a disciplined manner. In sum, at the bases there is more produce than last year. The questions of transport have been solved. In principle there are enough people at the bases (taking into consideration those drawn in from the side). And the assortment in the stores has become richer.

But there are still quite a few unresolved questions, and those attending the executive committee session openly and exactly discussed them. During verification, it became clear that in every tenth store the assortment was insufficient. The management of the stores often appears incompetent. For example, it orders from the bases produce which is nonexistent at that moment, and at the same time, passes by that which is in great demand, is needed and is at the bases.

And the base leaders are also often insufficiently aggressive. The following example of this occurred. In Moscow, six inter-rayon associations were created. But each association gave clear preference to that rayon on whose territory it was located. Produce from "other" rayons was considered worse and in second place. Here, sometimes, even the rayon soviet executive committees occupy a somewhat incorrect position.

Yes, there is a lot of produce at the bases, but nevertheless, the plan for commodity circulation has not been fulfilled in 8 months. And fewer vegetables have been sold than at this time last year. A direct reproach to the trade is that now the produce has begun to come in 2 weeks earlier than usual, and consequently should give an advantage to the trade. But it can't take advantage of it. Many officials, it turns out, have a blunted feeling of personal responsibility for the fate of such an important, one may say, state matter as providing an efficient, high-quality supply of fruit and vegetable produce to the 8.5 million people of the city.

There is not enough initiative or growth. In only a few rayons (for example, in Proletarskiy and Kirovskiy) do they follow the practice of selling potatoes and vegetables directly at the enterprises. There are few order departments. For all that, the trade is limited from stands; it misses the so-called vegetable "flea markets" which not so long ago served Muscovites well.

Of course, there are also objective difficulties. There is still a lot of low-quality produce entering the capital. It is very important to increase sharply the responsibility of suppliers for the quality; otherwise, it will be difficult to achieve a sharp improvement in trade.

The question of personnel remains acute. There are not enough in the trade. Hence, the level of service is low in a number of rayons, and there has been a penetration into the field of careless people. The Moscow City Soviet will be aiming to improve the situation in this sector. Its training center has been established, and they are taking measures to improve the qualifications of tradespersons, shop foremen in the fruit and vegetable bases and personnel in other specialties. There are grounds for hoping for an influx of youth when the new vegetable stores with good working conditions are put into operation. These are covered markets which are part of a state network. (Don't confuse them with the kolkhoz markets.) This year one or two are proposed to be introduced, and in the following year the number will reach 12.

The problems of capital construction, increase in supply of packaged goods, necessity for improving the operation of the market were also raised, about which the executive committee showed much concern. In a word, a pithy, business-like, interested conversation took place.

The following took part in the discussion: N.G. Seregin, head of the Main Administration of the Moscow Fruit and Vegetable Industry; N.P. Tregubov, head of the Moscow City Soviet central board of trade; I.N. Ponomarev, secretary of the city party committee; L.F. Lukashov, deputy chairman of the Moscow City Soviet executive committee.

The chairman of the Moscow City Soviet executive committee, V.F. Promyslov, led the meeting. In his concluding remarks, he expressed the certainty that the capital will have sufficient fruit and vegetable produce until the new harvest and will significantly improve its marketing of it. Guided by the article "At the Market and in the Store," the Moscow City Soviet executive committee adopted an extensive resolution.

12318

CSO: 1827/94

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LACK OF SUITABLE CHILDREN'S CLOTHING DISCUSSED

Moscow IZVESTIYA in Russian 8 Dec 83 p 3

[Interview with Lidiya Nikolayevna Chalaya, director of the commercial firm Detskiy mir, by L. Ochakovskaya and I. Mikaelyan: "How Our Children Are Dressed"; date and place not given]

[Text] We were led to the Moscow firm Detskiy mir by letters from readers. At times parents cannot buy the most necessary things for their children: footwear, coats, dresses. And if they can, they do not want to because often one or another of these items are unattractive, not up to date, or too expensive. We requested comments on these letters from Lidiya Nikolayevna Chalaya, the director of the commercial firm with the splendid name Detskiy mir. Because, of course, the employees of this firm have to deal every day with the same anxieties and annoyances which our readers write to us about; they have to answer thousands of perplexed questions. Bear in mind that today this firm includes 25 stores (in practically every rayon of the capital) and a central department store.

[Question] I would like to begin our conversation with the subject of footwear. Literally yesterday a letter arrived from S. Voronina of Moscow. "What has happened to the firm of Detskiy mir?" she inquires. "This year it has been impossible to buy winter footwear for younger, school-age girls. Neither valenki [a kind of felt boots], high, felt overshoes, nor shoes with warm linings--but there were sandals."

[Answer] These complaints are justifiable. Up to August of this year there were no problems at all with footwear: our suppliers--enterprises turning out excellent products--have been increasing their deliveries to the firm year after year. Therefore, we always have had large seasonal stocks on hand, which permitted us to satisfy the demand to the maximum. And suddenly--everything was sold out, and now we are doing business, as they say, "from the wheels." There are many reasons for this. The first one is that in a number of cities in the Russian Federation those factories which used to supply children's footwear to the commercial network of their own regions have begun to shut down for purposes of retooling. The second reason is that there are not enough factories stitching children's footwear. In Moscow (and we are supplied by Moscow

enterprises) these include the Zarya and Vostok Footwear Production Associations, along with one workshop of the Burevestnik Factory. Judging by all the evidence, these factories are now at the limits of their capacities.

We posed these questions likewise well ahead of time to the Ministry of Light Industry and the Ministry of Trade. The Ministry of Trade helped us partially by allocating supplementary amounts of imported footwear. But this has not fully solved the problem, since the production side listens poorly to the orders, to the requirements of trade. You cannot buy footwear ahead of time for a child; his feet are growing. Everybody understands this, but, just as before, in summer there is an acute shortage of summer footwear, while in winter --winter footwear is in very short supply. With regard to children's footwear we have one demand to make on the producers--seasonal prevalence! Moreover, it is precisely seasonal prevalence which the production facilities are keying on very weakly.

[Question] Our reader from Bryansk, M. Dozortseva, writes as follows: "On several occasions the Bryansk stores have shipped in children's footwear from a Minsk factory; these are outstanding items, and we are very thankful to the skilled master-craftsmen from Minsk. It's a pity that their footwear is not in our stores year after year!"

[Answer] You see how the customer really knows a good thing and who made it. Unfortunately, such enterprises, whose brands have gained popularity and authority, are still very few in our country. This is why people travel to the capital. And they come here not only for items of special beauty but for valenki and warm boots. Recently we conducted a questionnaire poll among our customers; it confirmed once again that there are practically no inhabitants of Belorussian and the Baltic republics among our customers. The industry of these republics produce footwear and other items for children in a good assortment and in sufficient quantity so that the parents can purchase everything that the children need in a nearby store. In this sense, trade is an objective controller of industry.

[Question] Judging by the letters, the readers of IZVESTIYA are alarmed by the absence in the localities of the most ordinary items. Here is what N. Abbasova writes from Dagestan: "It is not proper for an eight-grade girl to dress like a grown woman, but I cannot buy attractive dresses for adolescent girls either here or in Moscow. There are some unattractive dresses which are made for somewhat older girls."

There are quite a few such letters, and so let us put the question this way: Do you like the dresses for adolescent girls which are available in the departments of your store?

[Answer] Speaking frankly, no. Dresses are made for us by the Moscow Smena Garment-Sewing Association. This is our sole supplier, and it supplies us with a mass of unattractive items. The summer dresses are made only of acetate silk (rayon), and the fashions are dreadful. And so the large-size dresses hang there on our racks without any demand for them. Even for little girls of nursery and kindergarten ages they make cotton dresses of gloomy-colored fabrics, with uninteresting outlines, and very poorly executed. This problem must be

solved expeditiously. It is time that they learned to make dresses and outfits for girls using brightly colored fabrics, well-cut, and with simple, elegant lines. The mournfully renowned, new school uniform for girls, frequently criticized in the press and in conversations with customers at the counter, reflects very precisely the Smena style of work. In order to at least correct the situation somewhat, we need skirts and various kinds of blouses, but the Smena so far has not even provided us with these. Nor has the All-Union House of Models given it any help in this matter.

[Question] And so are you able to dress a 15-year-old girl attractively and inexpensively today?

[Answer] We can dress her but not always attractively. We need a wide assortment for groups of customers with various incomes.

Even so, people do not quibble about the price these days, if only the item is new and fine.

[Question] Fine--that's the exact word. Many of our readers are in agreement with the Muscovite, V. Solovaya, who for two years now from summer to winter has been seeking to purchase for her daughter a lightweight overcoat or a warm raincoat made of artificial fur. She writes as follows: "My daughter is 16 years old, and, like many girls, she is too big to fit into the standard-size items being produced by industry. Today's 'big' adolescents should be able to dress in accordance with their size and age." And in a fashion according to their age, let us add from our own point of view. And what can trade offer today to our accelerated-growth children?

[Answer] As a rule now, adolescent boys do not wear overcoats; jackets are now in fashion among them, but our industry is extremely deficient in producing jackets. We obtain overcoats for girls of all ages from our sole supplier --the Pioneer Production Association. Unfortunately, this firm has gone in for producing adolescents' overcoats made of artificial fur like adults' fur coats. And their price starts at 200 rubles. At the same time they have cut back on their production of overcoats made of cloth. Out of almost 30 million overcoats bought by us (including little coats for pre-schoolers and the younger schoolchildren), the Pioneer firm has provided us with only 8 million woolen overcoats, while the remainder are expensive fur coats made of artificial fur. But this is not enough for us, and we have been compelled to purchase overcoats at factories in other oblasts and republics. Because of this, it turns out that parents who want to make their daughter happy with something new from the capital take home from us overcoats from such places as Tula, Kaluga, and Moldavia.

[Question] But you still obtain the principal mass of items from Moscow and Moscow Oblast, don't you?

[Answer] Yes, of course. And among these enterprises we have truly splendid suppliers, first of all, our most respected and favorite one, the Yunost Garment-Making Production Association. Why is it our favorite? Because this factory supplies us with 90 million rubles worth of products per year, and it has very efficiently switched over to the production of new items which are fashionable and convenient.

Judge for yourselves. Yunost supplies its products solely to our firm. It is because of this, to a great extent, that truly creative relations have taken shape between us. Yunost's employees frequently visit our stores and stand behind the counters--where the demand can be studied better than anywhere else. And we are also frequent guests of this association, where we take part in discussions of the new models. And if some of them are unsuccessful, the association quickly makes the necessary adjustments. Yunost likewise engages in the practice of producing test batches of an item. A model has "passed" if there is a demand for it, and its mass production then begins. Every year Yunost renovates its assortment by 70 percent. It was not by mere chance that Yunost was one of the six enterprises which came out with an initiative with regard to inaugurating a socialist competition to increase the output of high-quality consumer goods.

Unfortunately, the plan, as expressed in monetary terms, also compels them at times to make things which we do not need. Now in fashion are overcoats and short coats made of patent leather, leather jackets, cover-alls, and outfits (trousers and short coats). For next year Yunost is planning to increase deliveries of these items by only an amount worth 800,000 rubles, while deliveries of the notorious overcoats made of artificial fur will be reduced only insignificantly, unfortunately, since it is they which ensure the firm of fulfilling the plan.

The RSFSR has been very slow to abandon the volumetric indicators, and this has retarded the output of the necessary assortment. Certainly, this very same artificial fur could be used to make more little coats for younger-age children, while for the older ones jackets and half-coats could be made of raincoat fabric with a "lining" and finishing details made of the artificial fur. Unfortunately, well-founded orders from trade have not yet become the basis for production plans.

We are gratified by the output of the Moscow Knitted-Goods Association with regard to the production of outerwear knitted goods. This enterprise has literally caused a turnaround in the output of children's clothes. Now the Kosinovskaya Knitted-Goods Factory has begun to restructure its work--there they have started to be more concerned both about the assortment and about the coloration of children's items. This gives grounds for hope.

Regrettably, however, not everything has turned out so favorably. This year, for behind-schedule delivery and poor quality of items, we submitted damage claims amounting to 1.8 million rubles. In particular, some 300,000 rubles worth of them were presented just during the third quarter against that very same Smena which we have already mentioned! But these fines do not put anything behind the counters.... And if the task of trade is to make available all items to the customers in a timely and well-organized manner, then it is the task of production to make the items. To make excellent children's items, in my opinion, is simply a matter of the production people's service duty.

2384
CSO: 1827/99

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BRIEFS

CORRECTIVE ACTIONS TAKEN -- The Administration for the Development of the Clothing Industry and the RSFSR Ministry of Light Industry has examined the matters, which were touched upon in the remarks, and admits that the critical comments are correct. In order to satisfy more fully the demands of the population and to replace the assortment of goods made from woolen cloth which enjoy limited demand, an additional 60,000 square meters of artificial leather, 20,000 square meters of artificial decorative fur and 30,000 square meters of kapron velours were allotted to the Gorkovskiy "Mayak" Production Clothing Association. In order to increase production effectiveness and secure work personnel, capital investments were allotted to the Gorkovskiy "Mayak" Production Clothing Association for reconstructing the leading enterprise and for constructing a hostel with 537 places and an apartment house. A plan for measures to expand the assortment and to improve the quality of produced products by 1985 is being developed in the enterprise. Imported materials: raincoat mixed fabrics, artificial fur and material with nap have been allotted in addition to the "Mayak" Clothing Association in 1984. [By L. Bubnova, chief of the Administration for the Development of the Clothing Industry in the USSR Ministry of Light Industry] [Text] [Moscow EKONOMICHESKAYA GAZETA in Russian No 52, Dec 83 p 7] 8802

CSO: 1827/98

HOUSING AND PERSONAL SERVICES

BSSR OFFICIAL DISCUSSES IMPORTANCE OF CONSUMER SERVICES ORGANIZATIONS

Moscow SOVETSKAYA ROSSIYA in Russian 18 Sep 83 p 1

[Article by I. Polyakov, chairman of the Presidium of the BSSR Supreme Soviet: "The Concerns of Every Day: The Soviets and the Service Sphere"]

[Text] This sphere attracts the assiduous attention of all strata of the population. People talk about it at the party conferences and sessions of the Soviets of People's Deputies that are now being held, in the plants, institutions, and in every family. And all agree that the services to the population are in need of significant improvement. This is one of the most important party and state tasks. And this is why the development of an integrated program of development of the production of consumer goods and the system of services to the population has begun.

Of course, to put an end to the lag in the sphere of services is not simple. The main difficulty, in my view, consists in overcoming the inertia of thinking, because of which many economic managers, and at times also party and Soviet workers, refer service to the population to concerns of the second order and underestimate its influence on the state of affairs in the national economy. The more convincing is the experience of those who link the fulfillment of the production plans directly to the solution of social problems.

I shall refer to the practice of the Grodno Party Obkom and Oblispolkom. The style of its work is determined by a systematic and integrated approach to the solution of economic and social tasks. Hence the attention which is devoted to the satisfaction of the everyday needs of the workers.

As far back as the beginning of the 11th Five-Year-Plan, when the question of fulfilling the decisions of the 26th CPSU Congress were being realized, the question of the state of the service sphere was submitted to a session of the Oblast Soviet. In addition to the deputies, workers of the party, Soviet and trade union organs, specialists of the industry, workers and rural activists took part in the preparation of the discussion of the problem. A collective analysis of the state of affairs in the sector helped to reveal shortcomings, to expose reserves, and to take into account the needs and proposals of the population. And it was for this reason that a discussion took place at the session, infused with thrifty interest, concrete, and, it must be noted, it touched not only on local problems.

After this session, remarkable changes took place in Grodno Oblast. The republic ministries of trade, consumer services, housing and municipal services, the BSSR Cooperative Union, and the oblast organizations expanded the network of stores, combined receiving centers, dressmaking and tailoring establishments and repair shops. In Lida one House of Everyday Life has already been opened, in the dormitories of a number of plants--receiving centers, hiring centers, and barbershops. There has been an improvement in personal and municipal services in Volkovysk, Novogrudok, and Slonim.

I would especially like to mention the concern of the party and soviet organs of Grodno Oblast for the improvement of the housing and everyday conditions of the rural population. The experience accumulated there was discussed at a session of the Presidium of the Supreme Soviet of the republic. In examining it, we were once again convinced how much depends on the initiative and persistence of the Soviets, their ability to utilize their rights and powers. In the central farmsteads of kolkhozes and sovkhoses of the oblast, houses for everyday services or combined receiving centers were opened, in many rayons inter-farm associations for public utilities were created, and in the kolkhozes and sovkhoses--departments of municipal services, which carry out individual requests for housing repair and the repair of outbuildings, the supply of fuel, feed for cattle, and the cultivation of personal plots. The construction of housing, pre-school institutions, stores and hospitals is proceeding on schedule. Without a doubt, this explains to a significant degree the leading place of Grodno Oblast, which it occupies in Belorussia with respect to the realization of the Food Program, as well as, however, also in the solution of other tasks.

The Grodno experience, which was recommended by the Presidium of the BSSR Supreme Soviet to all oblasts of the republic, is valued for the fact that it shows what possibilities are at our disposal, what is within our power to achieve. Now more than 6,000 houses of everyday services, as well as combined receiving centers and repair shops are operating in Belorussian villages. Approximately every fifth farm offers municipal services to the kolkhoz farmers and the workers of sovkhoses. However, there are still many unresolved problems. By the end of the current decade, the volume of services to rural resi-

dents will have to be doubled, and the network will not only have to be expanded, but there will also have to be a sharp increase in the quality of service.

For the time being, rural everyday services cannot boast of a variety of types of services. Thus, it has at its disposal only several dozen self-service laundries, primarily in Minsk Oblast, where the local Soviets show good initiative in this matter. In the course of 5-7 years, we will have to significantly expand, in the village, the network of laundries and dry-cleaning establishments, and by the end of the current five-year-plan complete the construction of public baths in all kolkhozes and sovkhozes.

One of the most important problems are the municipal services. On the basis of the example of the Neman Kolkhoz, PRAVDA already reported on the great role which they play. Now already nobody has any doubt with respect to their necessity, all vote "for" [them]. But it is bad that they are holding on to the enterprises only, "with the penetrative strength" of the kolkhoz chairmen and other local workers. Essentially no one is studying the material-technical supply of the rural municipal services, the limits of building and other materials allotted by the rayispolkoms are rather small and practically are not obtained by them. There is no organizational clearness, it has not been decided who is to administer them--whether by the agricultural, or by the housing and municipal organs. One thing is clear: An effective structure of rural public utilities must be created. But for this we need well-founded recommendations of the interested union and republic ministries, planning and finance organs, and scientists who study the social problems of the village.

The service sphere is a complex organism which requires cautious treatment. Let us take such a "painful point" as the repair of radio and television apparatus and household equipment. There is more than enough unfavorable criticism of its poor organization. People lose a lot of time waiting for someone who knows his business. Because of the unconsidered specialization, it is at times necessary to transport (and there is still the question: On what?) the television to one end of the city, the washing machine--to another, and the tape recorder--to a third.

What is the way out here? There are different variants, different opinions. The Brest Oblispolkom, for example, concentrated the repair of radio and television apparatus and household machines in the same hands, having created the Rembyttekhnika [Repair Base for Household Equipment]. They helped it with personnel, equipment, transportation, and expanded the production area. Things improved. A subscription form of service and the system "Today--For Today" (repair on an urgent schedule) was developed, and many foremen mastered adjacent professions.

The advocates of narrow specialization assert that the Brest experiment has vulnerable places: The level of technical direction is lowered, and material-technical supply and the training of personnel suffer. However, it must be said that excessive specialization, too, is not always useful. In many rayons there are plants now and shops for individual sewing and clothing repair, the repair of footwear, the knitting of knitted fabrics, the dry-cleaning of

clothes, etc., which are subordinated to various oblast associations. But the control of their work on the part of these associations is weak. For this reason, quite a bit of unfavorable criticism has developed among the population in regard to the quality of service.

Many millions of rubles are invested in the development of the service sphere in our country. In the current five-year-plan, for example, more than 16,000 units of production equipment have been set up in service enterprises, in many populated areas dressmaking shops, repair shops, hiring centers and laundries have been built.

The decree of the CPSU Central Committee and the USSR Council of Ministers "On the Further Development and Improvement of Everyday Services to the Population", which was adopted in March of this year, a new impulse was given to the improvement of service. In accordance with this decree, the Central Committee of the Communist Party of Belorussia and the government of the republic developed a program of measures which in many respects concretely defines the five-year-plan. Calculated for the fuller satisfaction of the needs of the population, it envisages the broad introduction of progressive types of services, the growth of qualifications and responsibility of the workers of the sector, and an increase in the level and standards of service.

Many local soviet organs of the republic persistently solve the urgent problems of the service sphere. The soviets of the city of Minsk, for example, actively attract the funds of the industrial enterprises of union and republic subordination for the construction of housing and municipal and consumer projects. The same can be said about the Novopolotsk and Soligorsk City Soviets, and about the soviet organs of Mogilev. This is convincing evidence of the fact that the Soviets have sufficient rights and possibilities for the improvement of service. Unfortunately, they are not always and not fully utilized.

In the permanent commissions of the Supreme Soviet of the republic and in sessions of its Presidium, the directors of the ispolkoms of the Vitebsk City, Slavgorod, Dokshitsy, Liozno Rayon, and a number of other Soviets, were given a dressing down in regard to the state of affairs of municipal and everyday services to the population. It was ascertained that they devote themselves to the service sphere on a case to case basis, do little to try to understand its needs, and do not show the requisite concern for arranging the everyday life of the workers of the service themselves. Serious critical remarks about blunders in their work, insufficient attention to the satisfaction of vital needs of the residents of the cities and villages were made to the directors of the ministries of consumer services, housing and municipal services, and Belbytradiotekhnika [Belorussian Association for Household Appliances and Radio Equipment].

There are many deficiencies and omissions. A careful analysis of their reasons will have to be made, ways of bringing about improvements will have to be outlined, of increasing the responsibility of the party, soviet, and economic organs for the state of service to the population.

There are also bottlenecks here which are explained not only by the shortcomings in the work of local organs. The development of mechanization and automation of work in the enterprises of municipal and everyday services is weak because industry produces extremely little of the equipment they need. An acute shortage of dyes makes itself felt, as well as of other chemical preparations of high quality. It is necessary that the measures now being taken by the USSR State Committee for Material and Technical Supply in regard to the improvement of the material-technical supply of the service sphere yield results more quickly.

It is also time to regulate the interrelation and mutual settlements between repair enterprises and the manufacturers of household equipment. Its guaranteed repair, i. e., virtually the elimination of plant defects, is an exceedingly unprofitable type of service for repair workers. They do not like to spend their time doing this kind of work, and the customers suffer. A serious deficiency is the low level of unification of units and parts of household equipment, taperecorders, and radio-gramophones. The supply of spare parts for radio and television apparatus is not moving very well. All these are not new questions, and they must finally be solved.

There is a need for improvement in the planning of the work of service enterprises. In the meanwhile the same "production volume" (val)--the volume of services in terms of money--remains the chief indicator. But the ruble paid by the customer to the repair shop does not reflect by far whether the order was carried out in time and with high quality, i. e., whether the consumer service is working well or poorly. If one is to judge by the results of the republic Central Statistical Administration, the plans for the realization of everyday services to the population are being successfully fulfilled. But here is a fact: Last year service enterprises failed to carry out 74,000 orders on time. It turns out that the consumer service spoiled the mood of tens of thousands of people!

There are also other problems. As PRAVDA already has written, many of them would decide to be more efficient and faster, if the consumer service had a union-level coordinating organ, given the rights of conducting a unified policy of service. In one way or another, this sector must be resolutely raised to the level of modern requirements.

The elections to the USSR Supreme Soviet, the preparation for which has broadly developed throughout the country, will also become a review of the activity of the Soviets of People's Deputies. Their urgent task is to persistently attain an improvement in the work of all enterprises, institutions, and organizations connected with service to the population, with the satisfaction of its cultural and social-everyday needs.

8970

CSO: 1827/91

HOUSING AND PERSONAL SERVICES

HOUSING CONSTRUCTION PLAN FULFILLMENT, SHORTFALLS RECOUNTED

Kiev RABOCHAYA GAZETA in Russian 3 Nov 83 p 2

[Article by A. Dron', sector head of the Department of Construction and Municipal Economy of the Central Committee of the Communist Party of the Ukraine: "Operative Survey: The Days of the Last Stories. How the Housebuilders of the Republic Fulfill [Their] Socialist Obligations"]

[Excerpts] A house-warming is one of those events which are called a festive occasion. The development of housing construction and the construction of cultural and personal services provides not only a social, but also an economic effect. If an enterprise takes care of housing, it will have less personnel turnover and stronger discipline. And in the final analysis, both the productivity and quality of labor will be higher. If residential housing went up simultaneously with the new plant buildings, one may be convinced that the new capacities will be put into operation precisely on time.

But, let us say it directly, such a good tradition is not yet sustained everywhere. This was strongly indicated by the contractors and clients, by party, Soviet, and economic organs, in the decree of the CPSU Central Committee "On Measures to Secure the Fulfillment of the Plans for the Construction of Housing and Social and Personal Service Projects". And changes for the better have been noted. Thus, the plan for housing construction for 9 months has on the whole been overfulfilled for the republic. At the expense of state investments alone, new settlers received 6.2 million square meters of housing--almost 200,000 square meters more than during the corresponding period of last year.

The house builders of 16 oblasts and Kiev are proceeding at an accelerated schedule. Moreover, in the Kiev, Ivano-Frankovsk and Khmel'nitskiy Oblasts, the conditions have been created for making up, within a short period of time, the lag that was allowed to occur from the beginning of the five-year-plan.

However, by far not everywhere has such progress with respect to housing starts been created. Less housing than envisaged by the plans has been introduced for the 9 months in the Kharkov, Voroshilovgrad, Sumy and Crimean Oblasts. Yet, we will add, that targets for this period were accepted and, as it is, lightened.

But special anxiety is called forth by the unsatisfactory work of the Kirovograd house builders. Thirty-seven thousand square meters, more than one-fourth of the planned living space for this period, have not been introduced. The annual limit of capital investments has been utilized worse than in any other oblast. And the majority of contract organizations are lagging behind, including the largest one--the Kirovogradtyazhstroy [Kirovograd Combine for Construction of Heavy Industry Enterprises]. The plant for large-panel house-construction is also working unsatisfactorily, less than half of its capacities are being utilized. Strange as it may seem, the UkSSR Ministry of Construction of Heavy Industry Enterprises and the local organs, instead of taking effective measures in regard to strengthening these organizations, reconcile themselves to the constant wrecking of the plans.

It must be stated: At the same time when the organizations of the UkSSR Ministry of Industrial Construction and the Main Administration for Housing and Civil Engineering Construction of the Kiev Gorispolkom improved their work, the subdivisions of the UkSSR Ministry of Construction of Heavy Industry and the UkSSR Ministry of Rural Construction came to the last quarter with negative indicators. They failed, respectively, to provide 57,000 and 22,000 square meters of living space. What is worse, the volumes of this type of construction in the Ministry of Heavy Industry Enterprises diminished by comparison with the corresponding period of the past year. Besides the already mentioned Kirovogradtyazhstroy [Kirovograd Combine for Construction of Heavy Industry Enterprises], the most disturbing situation is in the Zaporozhzhilstroy [Zaporozh'e Industrial Housing Construction Trust] and the Voroshilovgradzhilstroy [Voroshilovgrad Industrial Housing Construction Trust] Combines. The debt of these three organizations comes to 87,000 square meters of living space. In the remaining months, the collectives will have to work with the greatest possible effort to make up for what has been omitted.

A great deal will have to be done by the industrial ministries and departments which raise housing by their own efforts. The situation is not identical everywhere. If some fulfill the targets, the Ministry of Geology, the Sel'khoztekhnika [Agricultural Equipment Association], the Ministry of Land Reclamation and Water Resources, the Ministry of the Meat and Dairy Industry are not coping with the targets. The builders of the republic ministries of the coal and ferrous metal industries, although they fulfilled the targets of three quarters, nevertheless introduced only 40 percent of the housing quantity planned for the year. As we see, the tension in the last 3 months is growing many times over. Here it is already literally impossible to lose a minute of working time.

It is no secret that interruptions in the work of the construction production line frequently take place because of the non-coordination of the operations of the KPD [large-panel plant for housing construction] plants, the transporta-

tion and assembly workers. The introduction of the multiple brigade contract, in which plant, transportation and production line are brought together, is exactly what helps eliminate annoying mismatched connections. The experience of the collective of a Krivorozhskiy Housing Construction Combine in this direction was recently approved by the UkSSR State Committee for Construction Affairs and the industry republic trade union committee. Now the point is that a better beginning should become the attainment of all collectives.

As we see, quite a lot has been achieved by the house-builders of the republic during the past 3 quarters. But there are also more omissions than one would want. So that, during the remaining time, the UkSSR State Committee for Material and Technical Supply, the Ministry of the Construction Materials Industry, and the contract ministries of the republic will still have to do a great deal to supply the builders fully with material and technical resources. So that there would be no repetition, as in the past, of underdelivery of wood, metal rolled stock, linoleum, and cement, because of which a significant lagging was allowed.

The realization of the tasks set by the party in regard to the improvement of the housing conditions of the Soviet people is a matter of paramount significance, and it must be given special attention.

8970

CSO: 1827/91

HOUSING AND PERSONAL SERVICES

QUALITY OF SERVICE DEPENDS ON GEOGRAPHY OF SERVICE

Moscow PRAVDA in Russian 18 Sep 83 p 2

[Article by N. Kobelev, deputy director of the Special Design Bureau and of the Automated Control System of the RSFSR Ministry of Consumer Services: "The Geography of Service--Problems and Opinions"]

[Text] What does a person expect, turning for help to domestic services? It is possible to answer this question with one word--convenience. A person wants to reach the tailor's shop or studio quickly, to place an order without difficulty, and in time receive it well carried out. Comprehensive receiving centers, where it is possible to leave laundry for washing, clothes for dry cleaning, shoes for repair; to leaf through the fashion magazines, to place an order at the service office and so forth, are highly accepted by the population. The client will be satisfied if, along with this, he can avail himself of services such as, for example, a trade center and post office. The organizing of order taking in the entrances of enterprises and on the premises of institutions and organizations offers a lot of convenience.

All this leads to the idea of quality of service. And this depends on where the service enterprises are located or, as they say, on the geography of service. Already 20 years ago, when domestic services took their first steps as a state branch of the national economy, attempts were made to work out plans for the efficient distribution of their enterprises in cities and rural areas. This work proved to be complicated, for it requires estimations of hundreds of various factors and calculations of thousands of possible variants. The completion of such a job requires a great deal of work. At that time such plans did not provide a really efficient distribution of domestic service facilities, and for that reason, their effectiveness did not prove sufficiently high enough.

Ten years ago a department of economic-mathematical research was created in the RSFSR Ministry of Consumer Services. Its associates became pioneers in the creation of an optimum economic-mathematical model of the geography of service and in the use of the EVM [computer] in the development of plans for the rational distribution of domestic service enterprises. Ufa, Krasnoyarsk, and Chelyabinsk received the first such papers. Their authors then could not sufficiently fully determine the social and economic effectiveness of the proposed plans. Today, when they are already introduced, it is not so difficult to do.

Accumulated experience shows: the realization of the plans, about which we speak, allows one to save not less than 10 percent of outlays of customers' non-working time. And in a number of cases considerably more. In Ufa, Krasnoyarsk, and Chelyabinsk the average time spent for one visit to a domestic services receiving center was reduced by 20, 34, and 56 percent respectively.

No less important is the other, purely economic side of the matter. Investigations, led by us in Ufa and Krasnoyarsk, showed: with an optimum distribution of the network of domestic services receiving centers, their number is reduced by 10 to 15 percent and the services for the population is improved. The profitability of service enterprises rises and their maintenance costs come down. It has been calculated that the introduction of plans for efficient distribution of domestic service facilities in a city of a million people will yield up to a half million rubles savings by virtue of a reduction in the cost of service.

One wants to turn attention to that fact. Practically in every large industrial center it is possible to hear complaints about the shortage of domestic services in industrial areas. But a plan for the optimum distribution of enterprises of the branch has been created for such a city. And it often turns out that there are enough or even more of the areas than specified by norms. The cause of the "variant reading" is the imperfection of functioning construction norms and regulations, which regulate the necessity for production areas. And besides, these areas are often where they are practically not necessary. So the result is: in one region there are not enough workshops, shops, and receiving centers; while in others, buildings allotted to them stand empty. The introduction of plans for optimum distribution of service enterprises will help eliminate the lack of balance.

Of course, their compilation is only the beginning of a large-scale job to improve the geography of service. The consistent and complete realization of that which was planned decides the success of the matter. And here the chief role will belong to the ispolkoms of the local soviets of people's deputies. The experience of the gorispolkoms of Ufa and Krasnoyarsk, which helped the leaders of domestic services overcome psychological barriers often arising from the distrust of an innovation which is not yet gaining recognition, is significant. In the above cities, all matters for the realization of the redistribution plans are to be determined quickly and in concord; specific tasks are distributed in a timely manner. The administrations or departments of domestic services of the gorispolkoms constantly monitor their fulfillment.

The case is somewhat different in Ulyanovsk, let us say. Four years ago in a joint resolution of the obkom of the party, of the oblispolkom and the RSFSR Ministry of Consumer Services the necessity for quick fulfillment of the requirements contained in the detailed plan for the distribution of the domestic services network was indicated. In practice, for the present few changes occurred here. But in the city ispolkom and the oblast services administration they are not experiencing any particular anxiety. As a result, the service of the population of the oblast center is not improving as quickly as would be desired.

The wider the development and introduction of plans of the efficient distribution of service enterprises is carried out, the easier it is to overcome such neglect. However, for this it is necessary to resolve a number of questions.

It is quite impossible to be content with the rates of development of the plans. In the past decades they were created for only 10 cities of the Russian Federation, two of its oblasts, and one hundred rural areas. A Special Design Bureau of the ASU [Automated Control System] of the RSFSR Minbyta [Ministry of Consumer Services] has not issued more than three such papers in 2 years. But the necessity for them is great. In the country there are more than 100 cities with a population of more than 250,000 residents (exactly for them such plans are particularly needed) there are 156 autonomous republics, krays, and oblasts, and thousands and thousands of rural areas. And everywhere it is necessary to wisely distribute the receiving network of domestic services.

The matter is held up by personnel. Presently all of four specialists are occupied with the development of the plans. And only in the Russian Federation. In order to hasten the work, the importance of which is obvious, one should form a single center where such plans would be created. It could become our SKB [Special Design Bureau] for them.

Further. The general plans for the development and distribution of domestic service enterprises, which are being developed without the use of the optimum models and of the EVM, do not bear the character of a compulsory document. It is necessary to consider them the technical-economical basis of such a development. The plans, on the basis of which economic-mathematical models are presented, are another matter. They take into account the material and labor resources. And that is why they can become a planned document. It would be worthwhile to discuss in the proper agencies the matter of pursuing the planned task to introduce plans approved by the Gosplan of each union republic and controlling TsSU [Central Statistical Administration] for the optimum distribution of service enterprises. The model for such plans is already established in our SKB.

Experience indicates that the devised model with specifications and corrections can be adopted by other sectors of the services: commerce, public catering, communications, social security. Thus, there is the possibility for the creation of a single scientifically based plan for the distribution of all enterprises, institutions, and organizations connected with the various aspects of services for the public within the limits of towns or in the whole oblast. The development of such comprehensive papers is a common problem of the specialists and scientific forces of all sectors of services. It is apparent that the Gosplans of the union republics should coordinate their efforts.

12585

CSO: 1827/92

HOUSING AND PERSONAL SERVICES

RULES, QUALIFICATIONS FOR PRIZE NOMINATIONS DESCRIBED

Moscow SOVETSKAYA TORGOVLYA in Russian 17 Sep 83 p 1

[Text] On the acceptance of materials for the USSR Council of Ministers' 1984 competition for prizes for the most outstanding designs and the construction of these designs

The USSR Council of Ministers' Commission for Prizes for the Most Outstanding Designs and Construction of these Designs is accepting material for the 1984 competition. Materials are accepted until 1 February 1984.

In the USSR Council of Ministers' competition for prizes worker collectives--immediate participants in the development--may be nominated for:

The most outstanding designs and the construction according to these designs of enterprises (groups of enterprises), of buildings and structures and lay-out plans, of construction of cities and other populated points;

For scientific problems and the introduction of outstanding achievements in science and engineering in the fields of construction, architecture, building materials, and construction and road machinebuilding.

The mentioned works, having received wide public attention, should meet achievements of contemporary science and engineering and should provide for: a highly effective organization of labor and production, the development of scientific-technical progress, the economy and efficient use of raw materials and fuel resources, a reduction in material intensiveness and cost, and improvement in the quality and productivity of labor, and the perfection of organization, technology, and management in construction.

Presentation of works for the USSR Council of Ministers' competition for prizes and nomination for the Lenin and State Prizes simultaneously is not permitted.

For questions connected with the nomination of collectives and the preparation of materials one should turn to the Department of Prizes for Outstanding

Designs and Construction of the Designs of the Gosstroy [State Committee for Construction Affairs] at the address:

103824, Moscow, Pushkinskaya Street, 26.

Telephones for information: 292-62-49, 292-61-10.

12585

CS0: 1827/92

HOUSING AND PERSONAL SERVICES

CHANGES IN TELEPHONE SUBSCRIBER'S CHARGES

Moscow KOMSOMOL'SKAYA PRAVDA in Russian 16 Sep 83 p 4

[Article by S. Kozyrev, correspondent: "As Rumored and Officially--A Little Shorter"]

[Text] "My neighbor works at the telephone exchange and says, soon we will pay for each conversation on a home phone individually. If this is true, then how much will it cost?" M. Sokolovskaya, teacher.

Our correspondent S. Kozyrev turned to the chief of the Main Administration of the City Telephone Exchange of the RSFSR Military of Communications Leonid Andreyevich Dyakov with this question from the reader:

For the present the changes affect only residential telephones. The subscriber's charge will now consist of two parts: the first, which will be reduced slightly is for you to have a telephone installed and is invariable; the second is by the conversation, three minutes which will presumably cost two kopecks. Automatic meters will now charge the fee to the subscriber, who decided to use the telephone. That is, only the subscriber who is calling pays for the conversation. The goal of this innovation first is to relieve the work of the telephone exchanges: fans of talking, knowing that it is necessary to pay for each conversation, will decrease the number of conversations and their length. "Telephone mania" causes a great deal of trouble. The capacity of communication equipment had to be increased and this, understandably, requires new facilities.

Pay telephones, which will have adapters built in which control the length of the conversation, await similar changes. After two minutes, twenty seconds, a "tick-tick-tick" will be heard, that indicates that forty seconds still remain for you to talk. If you drop in two more kopecks, it is possible to extend the conversation more.

In order to reduce numerous financial operations connected with the payment for conversations, in Moscow, for example, it has been decided to employ a first class "accountant"--a computer center--, which will draw up the bill for almost three million subscribers.

I have a foreboding about the question of communal apartment tenants: How do they pay for conversation, if the telephone is used by several families all at once? There is no technical solution for this. But it is necessary to take into account that there are fewer and fewer communal apartments and in the near future there will be none at all.

How will payment take place? Apparently, they will send a bill home through the mail.

12585

CS0: 1827/92

HOUSING AND PERSONAL SERVICES

AUTHOR REMINDS READERS STATE PAYS FOR 'FREE' BENEFITS

Moscow PRAVDA in Russian 24 Dec 83 p 2

[Article by Aleksandr Lyapustin: "We Got Used to It. Reflections of a Journalist"]

[Text] Somehow in one of the periodicals I read an old note about a radio appearance by our famous journalist Mikhail Kol'tsov. This appearance took place half a century ago on the eve of the October holidays, and Kol'tsov called it capaciously and concisely: "We Got Used to It". He was glad about the fact that we so quickly got used to guaranteed work, free education, to the fact that the state is building housing for the workers. He was glad and talked about this new "habit" with pride. And certainly those who listened to him also thought: "Well, true, how quickly we got used to it!" And they were proud of what had been achieved.

Today, in a new housing district, the grandsons and great-grandsons of those radio listeners come to meet me. For them, all of our historic achievements are "what goes without saying", "this is the way it must be", they perceive their social well-being as completely natural. I am not saying this to reproach the young people. It is a fine thing that the new generations of our fellow citizens have known neither war, nor hunger, nor devastation. I am thinking about something else: Is, in some of the young, the idea of "so situated" not replaced by the egotistical "I am placed"? In receiving a great deal easily and free of charge, do all reflect on the real price of these blessings?

Here, in the oblast newspaper CHELYABINSKIY RABOCHIY a report of the statistical administration was published about the results of the fulfillment of the state plan. In half a year, residential housing with a total area of 428,400 square meters was built in the oblast, which made it possible to improve the housing conditions of 27,000 persons. Impressive figures? For those who know what efforts of the state are behind them--yes, impressive figures. But many (why hide it!) slide over the figures with an indifferent glance, if they read the report at all. Moreover, by far not always do we skillfully comment on our "workmanlike statistics", evidently supposing that the facts and figures speak for themselves.

In the northern part of Chelyabinsk, the former outlying district--the so-called Kirsaran--was preserved for a long time. On the banks of clay quarries, thousands of ruins were clinging. And here the quarries were filled in, in place of the "cottages on chicken legs" light 9-story apartment houses were built in rows. When the first of them were built, the future new settlers were assembled in the assembly hall of the nearest school. The chairman of the city council gave out an order, congratulated them with gladness, and handed over the keys. Over the doorways of the new houses the transparency invited: "Welcome!", and music was playing in the courtyard. There was a holiday! Our, Soviet holiday. Because it emphasized convincingly, and at the same time simply and unobtrusively, the significance of what the Soviet regime had done for the new settlers in question and will do without fail for others tomorrow.

After this, thousands more new houses were built in the Kirsaran district, but such a holiday, unfortunately, was not repeated. And there was also nothing similar in the northwestern part of Chelyabinsk, the current new construction project, where already more than 200,000 people are living. There was no holiday there to celebrate the first house, nor a "day" of the 100,000th (or 200,000th) new settler. . . . Why? Laziness of thought? Or was it simply that no enthusiastic, resourceful soul could be found to emphasize once again the significance of what we had managed to get used to?

Somehow I do not recall that at some plant there was a solemn handing over of orders for new apartments to the best workers--the victors in socialist competition. And is it not because there are still cases of the illegal or not at all well-founded acquisition of apartments that we do not have this festive publicity? It is precisely such open, public festivity which is capable of reducing to zero the behind-the-scenes housing intrigues that one still encounters, to help eradicate injustice in the solution of the "most difficult housing question". If we everywhere guarantee such publicity, you see, then whoever went after the order in a roundabout way would be ashamed to obtain it publicly. In short, here is something to think about. It may be that it makes sense to review the form of the order. It seems to me that it must be on stamped, state paper, as any other important document--passport, diploma, birth certificate. And let it carry the high and significant words from our Constitution, which for the first time in history has proclaimed the right of every Soviet to housing.

Certainly the absolute majority of the Soviet people know: The USSR has the lowest apartment rents in the world. I glanced into my accounting book. The whole apartment (without electricity) is 17 rubles. Thirteen kopecks per square meter, with conveniences--40 copecks. For what period do I settle account with the state by means of such kopeck payments? And in general: How much does my apartment cost? I do not know. My wife does not know, the children do not know. No one knows.

And where can one find out? Maybe this must be indicated in the order? Maybe at the time of moving in I should find the following postcard in my mailbox: "Dear Comrade! On the basis of the USSR Constitution, you are today realizing your right to housing. The ispolkom of the city council congratulates you.

You are being given permanent use of an apartment for which the state spent 7,000 rubles. Be a true proprietor, take care of it. This is not merely your apartment, it is an achievement of the people". And perhaps in the rent agreement it will be stated that the payment for 1 square meter of living space in the USSR amounts to 13.2 kopecks a month, while the construction of 1 square meter of living space costs the state more than 100 rubles. That housing payments in our country constitute less than 4 percent of the total expenditures of a family. And then, upon my word, the dry document will also begin to carry out an educational function!

Yes, we have a great deal that is free, but not gratis. Most often we turn attention only to the first concept, forgetting to emphasize what these "free things" cost the state and society as a whole.

Who has not read the following lines in newspapers: "Today a group of leading production workers were sent on a cruise with free travel orders. . . Encouraged with free travel authorizations during the year were. . ." But, in so doing, why not add that these travel authorizations cost the state (or the trade union) so much! . . . "Food free of charge has been introduced in the night shifts". . . But no, not free of charge! The food in night shifts is paid for by the state enterprise.

. . . Somehow a small pamphlet came before my eyes, produced by offset duplicator, an appendix to a decree of the Bureau of the Magnitogorsk Gorkom of the CPSU, which supported the initiative of the Komsomol members in regard to the conducting of the operation "Magnitka--City of Thrifty People" in educational institutions. This is a short collection of information in figures and facts, produced for young citizens of Magnitogorsk, in which the essence of those very "free" blessings of the Soviet people, paid for by the state, are revealed.

"The price of a roll of bread in the store is half of its production cost. The production of animal oil costs the state twice as much as what we buy it for. . . In other words, the state, as it were, pays for us in addition certain sums of money for prime necessities--grants a subsidy. The total state subsidy for prime necessities annually come to more than 31 billion rubles."

"The construction of schools in our town costs the state 820,000 rubles. The children have not yet learned to take care of their school house with its belongings--studies, workshops, and school plots. For this reason, the town spends more than 6,000 rubles annually for the repair of schools. And so forth.

There is such a little book in every school, in every vocational and technical school and the tekhnikum of the city and is, as it were, a guide in the economic education of the students, in their practical pursuits with respect to economy and thriftiness. The Magnitogorsk pupils are making excursions to enterprises under the mottoes "Visiting 'What Is Free'" and "Where Do Things Come From", and are writing competitive essays on "To Be the Master of the Country--Means to Be Thrifty."

I am often in the "capital of ferrous metallurgy" and see how patiently and carefully they train here the future masters of the Soviet state. There is, of course, more to this than the printing of a leaflet on thriftiness. Oral, as well as "paper" education by themselves frequently only provide knowledge, but not conviction, not need. But, you know, we can consider as achieved (remember Lenin's words) only that which has entered into culture, into daily life, into habit. I see the value of the Magnitogorsk "system" of education, above all, in the fact that moral precepts (which, I will note, in other conditions could easily be turned into didactic samples and alienate the young people) are reinforced here by the formation of an active attitude toward the needs and concerns of society. To learn not simply to value, but--as a matter of personal interest--to preserve, take care of, and actively enlarge what we hold in common and to it so that this "our" becomes "my" for every individual--must this not be the first step in the training of economic thinking. The level of the culture of our contemporary is determined in many respects by the attitude to the results of our common work. For they--these attained results and accomplishments--are truly priceless.

BNH

CCP: 1827/91

HOUSING AND PERSONAL SERVICES

'MOCK-ENTERPRISES' COULD ALLEVIATE CONSUMER SERVICES PERSONNEL SHORTAGE

Tallinn. //WETSKAYA ESTONIA in Russian 24 Nov 81 p 2

[Article by Yu. Sillaste, deputy director of the Planning and Technological Institute of the ESSR Ministry of Consumer Services, candidate of economics: "Problems and Opinions: Skillful Hands--To Serve Everyday Life--in the Workshop, in Work Hours. Service Comes to the Home. The Way Out--Holding More Than One Office"]

[Text] The source of many difficulties in the development of the personal services sector in the final analysis reduces itself to personnel problems. The growth of manpower in the system of the ESSR Ministry of Consumer Services has practically come to a stop. The limits established for the current five-year plan make it possible to accept no more than 3-4 workers per enterprise. An analysis shows that the change in the correlation of these limits between departments and sectors of the national economy is unrealistic. This is the other aspect of the problem.

However, calculations show that the provision of consumer services to the population at a level of rational norms of demand (and there are already such norms) will lead to a threefold increase in the number of workers employed in the sphere of consumer services. The problem becomes still more complicated because of the fact that consumer services not only represents a labor-intensive sector, but also utilizes labor with relatively high skills. If in the machine-building and metal working industries and in light industry the average wage rate category of workers totaled to 3.3, and in the wood-working industry--to 3.5, the average category of a worker in consumer services is al-

ready 3.8. And it should, probably, be still higher.

It must also be taken into consideration that the enterprises of the industry are in a kind of competitive relationship with the enterprises of other industries, where the workers with the same or related specialities and equal skill are used.

Nevertheless the problem of the manpower resources of the industry by no means belongs to the category of unresolved problems. First of all, measures regarding the acceleration of technical progress and the re-equipment of the enterprises of consumer services, regarding the reduction of manual and heavy labor, the specialization and concentration of production, and the expansion of brigade forms of labor organization are being intensively developed and have already produced quite good results. And secondly, . . . Here the question of the production rhythm of the enterprises of the consumer services sphere is of special interest.

In consumer services, the traditional concept of rhythm has undergone changes. In the final analysis it is the client who shapes the production program. It is precisely he who "launches" the production cycle and is its initiator. The Planning and Technological Institute of the Ministry of Consumer Services of the republic, in cooperation with the Department of the Economics of Consumer Services of the Tallinn Polytechnical Institute, carried out a detailed investigation of the distribution of visitors of the consumer service enterprises in Tallinn, both by days of the week and by hours of the day.

The objects of the study were the most massively-used types of services (photo, barber shop, shoe repair, household machines and appliances, etc). Since the attendance depends on the location of the repair shops, the territorial principle was taken into account: in the center of the city, in the residential districts, and in the industrial-residential district.

The repair shops taken as the object of the research opened on work days at 7-8 a.m. and closed at 8-9 p.m. They also worked on Saturdays and Sundays. A study was made of the difference in the work load by workers and days off (it is considered uneconomical if more than 20-25 percent of the working time of a worker in consumer services is spent in waiting for customers).

What did the results show? Only 9.4 percent of the total number of customers visited the repair shops in the center of the city between 6 and 9 p.m. Most people come to consumer service enterprises between 12 a.m. and 5 p.m. At that time the work load is 3-5 times higher than during the morning and evening hours. And the work load on days off was more than twice as low as on work days. Repeated research conducted in the barber shops of Tallinn in January-February of this year showed that the psychology of the clients has changed very little.

Of course, we must continue to train people patiently to visit receiving centers and repair shops only during non-working hours and on days off. However, it is worthwhile to think about serving customers at home. Not only repairing everything that is possible, but also taking various orders. However,

the expansion of service at home will lead to a reduction in the volume of work carried out per unit of time.

The analysis of the seasonal prevalence of consumer services leads to another important conclusion. In spite of other reasons, that is: intra-production factors, a low level of labor organization, nevertheless the most important reason is the irregularity in the receipt of orders. This is an objective phenomenon to which the industry must adapt. The enterprises which produce consumer goods and the trade [organizations] adapt themselves to the changed demand, maneuvering with the supplies of finished production and goods. In consumer service this is impossible: The process of production begins only after receipt of the order. In a word, there is a need for organizational structures and an economic mechanism, the most distinguishing characteristics of which are maximum adaptability to changes in demand and high mobility.

And here we approach the paths to the solution of seemingly unsolvable problems.

In order to make up the manpower deficit in the service sphere, people with limited work capacity are accepted (invalids, pensioners), work at home and part-time work, as well as work by agreement, are allowed. The analysis shows that, of the enumerated forms, practically only part-time work is expanding, which, however, leads to the summary reduction in working time fund. There is no need to explain that this is an extremely disadvantageous trend.

In our view, work involving multiple jobs is one of the most promising methods of solving the problem of manpower resources. To this end, it is necessary to involve in serving the population all those who can and want to be engaged in this. Broad use of multiple-job holders will make it possible to bring about an essential improvement in service to the population during the evening hours and on days off.

Additional work at the expense of one's free time in the system of consumer service gives a certain part of skilled workers the possibility of receiving additional income from socially useful labor. and the consumer service enterprises receive for their disposal an additional contingent, which is included in their work during periods of peak work load.

However, for the realization of such innovations, good wishes alone are not enough. It is necessary to create a well-thought-out system of legal, economic and organizational prerequisites. The legal basis has already been created. As is well known, during the current year the USSR Council of Ministers gave permission to enterprises in consumer services to accept, for direct service work, engineering and technical workers and employees, regardless of the position held by them and the scale of their pay at their basic place of work. (Workers were allowed to do this earlier). However, there was no appreciable increase in workers with multiple jobs. Why? Perhaps there were no people who had the desire? There are people, and quite a few of them. In response to one newspaper announcement in Tartu alone, 70 people assembled, ready to work repairing apartments.

A restraining influence is exerted by the accepted procedure of planning the wage fund, in the formation of which they mainly proceed from the average registered number of workers (which does not include workers with multiple jobs) and the size of the average wage. Thus, workers with multiple jobs may be accepted either when there are vacancies or when there is plan overfulfillment. But workers with multiple jobs, as was said above, are needed in consumer services not at all for this. Consequently, the procedure of forming the wage fund must be changed. It is expedient to establish it, taking as the basis a fixed norm per ruble of sale of consumer services, regardless of the number of workers.

There is also another possibility, in which a wage fund for workers with multiple jobs is not required at all. This requires the expansion of the organizational and structural prerequisites of the complete cost accounting of the production subdivisions of the enterprises. The point is that, in the system of service to the population, there is such a specific and--from the point of view of cost accounting--exceedingly important element as the receipt of cash for services rendered. The considerable sums of cash, which are constantly received in the sector, cause considerable difficulties with respect to the control and accounting of their movement. However, the given circumstance provides the rare possibility to the economic services of the sector to place cost accounting in a more indirect form than in sectors, where the funds circulate mainly in the form of clearing operations.

It is clear that we must go in the direction of increasing the economic independence and economic responsibility of those who hold multiple jobs. One should think that use of premises, equipment, inventory, materials and various production services must be granted to them only against pay. That is, against payment in cash. All cash receipts remaining after making the necessary payments must be left to them as remuneration for their labor. Thus, the necessity of a wage fund for this category of workers does not arise. Thus, the accounting documentation will become less.

Now permission from the basic work place is required for multiple job holding. Is there a good reason for this? In the execution of orders of the population on the basis of the Statute on Handicraft Industries, no such limitations are placed. Meanwhile, as the research conducted in the republic showed, the overwhelming number of people engaged in handicraft industries--are people who work in the national economy. Consequently, the conception of the handicraft industries as a sphere of the application of the labor of invalids and pensioners has become obsolete at the present time.

We believe that the time has come to also eliminate the parallelism in the administration of consumer services. Now the Ministry of Consumer Services is in charge of the development of one of its parts. Another--the individual labor activity of citizens in regard to service to the population--is regulated by the Ministry of Finance. Evidently, it is expedient to bring about the organizational integration of the administration of consumer services. This will expand the zone of the planning influence on the processes of service to the population and will be conducive to the solution of the contradiction between the ever-increasing level of industrialization of the production of consumer services and the individual demands of people.

The integration of individual labor activity within the framework of the sector of consumer services will also make it possible to proceed to the improvement of such a form of labor organization as the work of small repair shops on contract principles, with the payment of labor in percentages of the cash receipts. This is also important because we are already observing a trend of uninterrupted reduction in the number of people working on contractual principles: It must be acknowledged that the hopes connected with the organization of this form of work were not justified. As a check revealed, 14 enterprises are not using this form at all. Work according to contract is used only in 7 types of consumer services: Two-thirds of this volume are accounted for by photo service, and one-sixth--by watch repair. The work according to contract accounts for only 0.6 percent of the total volume of consumer services.

The chief reason for the regression of this form is concealed precisely in the absence of a single administration of the activity in regard to service to the population, in its organizational bifurcation, which provides some people, searching for an easy life, with the possibility of "maneuver", as well as by the indecision of a number of questions of the economic responsibility of the people who have concluded a contract.

In proceeding to solve all of these questions, we must realize that, no doubt, many new problems for the theory and practice of consumer services will arise. But there is no point in being frightened by them. It is also more expedient to turn to the experience of a number of socialist countries, in particular the GDR, the Hungarian People's Republic, and the People's Republic of Bulgaria.

6970

CMO: 1807/91

HOUSING AND PERSONAL SERVICES

NEW SOCIAL PROGRAM REVIEWED

LD201742 Moscow TASS in English 1655 GMT 20 Feb 84

[Text] Moscow, 20 February, TASS--TASS commentator Boris Prokhorov writes:

Most of the items of a vast social programme that has been worked out by the 26th CPSU Congress for the 5-year period (1981-1985) have been implemented over the period that has passed since the congress. This week it will be 3 years since the day of the congress' opening. It is no secret that the first 2 years of the current 5-year plan period were difficult for the Soviet economy. This was so because of the unfavourable weather conditions for agriculture and a certain shortage of electricity caused by a prolonged drought which resulted in the drop of the level of water in many rivers at which Soviet hydropower stations operate. Despite this the social programme of the 26th CPSU Congress was being fulfilled successfully.

On the whole over the 3 years of the 5-year period the average monthly wages of factory and office workers went up by 7.5 per cent while remuneration of members of agricultural cooperatives rose 16.5 per cent. It should be noted that the monetary incomes of the Soviet people increase while the rates of taxation, rent, city traffic fares, etc remain unchanged and are the lowest in the world.

Besides that retail prices of the most important food products and commodities are stable in the USSR and remain unchanged for decades. There is free medical service and education in the USSR. In other words, the increase of monetary incomes in the USSR is tantamount to real improvement of the living standard.

This period brought to the people not only the increase of incomes. A number of measures to increase state aid to many categories of the population, above all young families, families with children, and the aged were carried out in the three years after the CPSU Congress.

Lump allowances upon the birth of every child, paid leaves to mothers until the child reaches the age of 1 year, an additional 3-day paid leave to mothers with two or more children up to 12 years of age were introduced within the past 3 years. Allowances to single mothers were increased. Statisticians established that these measures will apply to millions of Soviet families.

Special care for veteran workers and war veterans, for disabled persons was always shown in the Soviet Union. In the 3 years that have passed since the 26th CPSU Congress the minimal old-age pensions (the pensionable age for men in the USSR is 60 years of age, for women--55 years of age, minimal pensions to disabled persons and minimal pensions in the event of the loss of the breadwinner have been increased. Besides that additions to the pensions have been introduced for those who have worked for 25 years at the same enterprise or in the same institution (men) and who have worked 20 years (women). New benefits have been introduced also for veterans of the Second World War.

With the increase of remuneration for work, the retail trade turnover in the USSR increased, naturally, too. In 1981-1983 it went up by 7.1 per cent while the volume of every-day services for the population rose by over 18 per cent.

It should also be noted that the living conditions of more than 30 million Soviet people were improved within 3 years. As is known, flats in state-owned residential houses in the USSR are distributed free of charge.

CSO: 1812/126

HOUSING AND PERSONAL SERVICES

MASSIVE USE OF PREPARED FOODS IN PUBLIC CATERING URGED

[Editorial Report] Tbilisi KOMUNISTI in Georgian on 10 December 1983 page 4 carries an 1800-word article by Tbilisi State University Vice-Rector Apolon Silagadze and Tengiz Tsintsadze, head of the Scientific-Research Laboratory for New Food Products and Rational Use of Plant Resources, concerning the need to preserve and broadly disseminate traditional and regional Georgian "food technologies" and recipes using local plants; some of these technologies are dying off with the older generation. This kind of effort is needed as a vital part of the Food Program, to make the best possible use of the republic's natural resources, and also as a means of maintaining and popularizing Georgian national traditions. In particular, regional food pavilions should be set up in Tbilisi's Open-Air Ethnographic Museum.

Moreover--and this is the main thrust--these traditional, nutritional foods must be harmonized with today's technology capable of mass-producing food products in ready-made or semiprepared form both for the convenience of housewives (who as working women need to be relieved of some of their

burdens) and especially for use in public catering facilities, which constitute a rapidly growing sector of the population's food requirements. At present, Georgia's public catering services are woefully, chronically inadequate both as regards quantity and quality. Centralized production of ready-to-eat and semiprepared food products, made in up-to-date plants, can save considerable work space (around 25 percent) and also cut down on the number of food service employees (around 50 percent), as well as enhance sanitation, improve variety, save losses in perishable and seasonable foods, put a stop to adulteration, and other benefits.

CSO: 1813/834

HOUSING AND PERSONAL SERVICES

BRIEFS

SERVICES IN KAZAKHSTAN--At the present time 827 kinds of services are provided for the population in the republic, including 521 in the rural area. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

PER CAPITA SERVICES GROW--Today the amount of services, which are being rendered by domestic service enterprises, exceeds 26 rubles, calculated per inhabitant. By the end of the 11th Five-Year Plan the level of services should increase to 33 rubles, including to 29 rubles in the country. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

CAPITAL INVESTMENT DETAILED--During the 10th and the first 2 years of the 11th Five-Year Plan 142 million rubles of capital investment are being directed toward the development of domestic services in Kazakhstan and 218 domestic service enterprises are being put into operation with a capacity of 48 million rubles of service. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

KAZAKHSTAN SERVICE FACILITIES CONSTRUCTION--In Taldy-Kurgan a new Consumer House was opened this year. A combine of domestic services was turned over for operation in the settlement of Katon-Karagay in East Kazakhstan Oblast. Altogether in 1984-1985 157 additional consumer service facilities are planned to be built. Three hundred twenty-six more service enterprises are proposed to be constructed in places selected by local soviets. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

RURAL SERVICES DEVELOPED--By the end of the 11th Five-Year Plan integrated receiving centers will be established in all rural population centers. This means that every rural resident can locally place an order for basic consumer services. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

INDUSTRIAL SERVICE CENTERS--In the next 2 years, services will come still closer to the place of work of many residents of cities and villages in Kazakhstan. It is planned to open 466 integrated receiving centers in industrial enterprises and at building sites. Ninety-one KKP [integrated receiving centers] will open their doors in workers' and students' dormitories. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

MOBILE SERVICES PROVIDED--In the summer around 29,000 families of sheep-herders and cattle-breeders live in the distant pastures of Kazakhstan. Two thousand hundred seventy-five mobile domestic repair workshops on trucks are busy with their services. During 1 year they fill more than 8 million orders with a value of more than 55 million rubles. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

PREPARATION OF PERSONNEL--Highly qualified personnel work in services of the republic. Five institutes and six tekhnikums prepare specialists for this branch. Yearly vocational-technical schools produce more than four thousand workers in mass professions. Already 1400 people go through schooling in 29 professions in the educational combine of the Kazakh SSR Ministry of Consumer Services. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

LACK OF SERVICES--There are 2,448 integrated consumer service receiving centers operating in the central farmsteads of the republic's kolkhozes and sovkhoses. But: in 1,162 farms it is impossible to be photographed; in 1,221 they cannot place an order for household appliance repair; in 2,064 there are no ironing services; in 2,328 there are no house repair services; in 1,211 there are no clothing dry cleaning services; and in 911 there are no shoe repair services. [Text] [Alma-Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Oct 83 p 2] 12585

CSO: 1827/92

CONSUMPTION TRENDS AND POLICIES

INCREASED SOCIALIST COMMITMENTS FOR 1984-1985 ACCEPTED

Minsk SOVETSKAYA BELORUSSIYA in Russian 16 Nov 83 p 1

[Article: "In the Central Committee of the Belorussian CP"]

[Excerpt] The Central Committee of the Belorussian CP approved the increased socialist commitments of the republic's leading collectives for the development of socialist competition for increasing the output of high-quality consumer goods. Supporting the initiative, which was approved by the CPSU Central Committee, in a number of enterprises of the country, these collectives accepted the increased socialist obligations for 1984-1985. To considerably improve the quality of output released, to develop and incorporate new goods with heightened consumer qualities, to increase their output and to observe completely the agreed upon commitments for deliveries to marketing organizations is provided for in these by virtue of: the maximum use of available resources, the extensive introduction of scientific-technological achievements and leading experience in production, the brigade forms of organization and work stimulation, strengthening of technical and labor disciplines and the raising of the qualifications of personnel.

The laborers, engineering-technical workers, and employees of the Minsk Production Sewing Association "Komsomolka" pledged by the end of the Five-Year Plan to bring the output of goods with the state Seal of Quality up to 55 percent and to provide for deliveries of goods, as stipulated by agreed commitments, to consumers in the planned assortment and on time. It is planned to update the assortment of goods by not less than 60 percent and to produce 25 million rubles of new goods of better quality yearly. It has been decided to introduce 22 types of articles from principally new types of cloth and decoration materials and furniture and to organize an integrated brigade of outstanding quality from the workers of the shop for manufacturing a children's assortment of goods and the Minsk store "Dyuymovochka."

12585

CSO: 1827/95

CONSUMPTION TRENDS AND POLICIES

REFORMS NECESSARY FOR PUBLIC CATERING ENTERPRISES OF EDUCATIONAL INSTITUTIONS

Kishinev SOVETSKAYA MOLDAVIYA in Russian 16 Dec 83 p 1

[Article: "In the Permanent Commissions of the Supreme Soviet of the Moldavian SSR"]

[Text] The Consumer Goods and Trade Commission of the Supreme Soviet of the Moldavian SSR at the regular meeting studied the matter of the organization of public catering for students of higher and specialized secondary institutions and for pupils of vocational academic institutions and general educational schools of the republic. It has been noted that a number of measures to improve the organization of public catering and the subsequent development of a network of enterprises to strengthen their material supply and provision for technical equipping, to increase the quality of food and the development of service, to improve the sanitary-hygienic services, and to provide to a greater extent students and pupils with facilities are being carried out in these educational institutions.

At the same time the commission noted a number of faults in the work of the ministries, state committees, and departments in the republic and of agencies of public education and trade regarding the organization by them of a service committed to the public catering of students and pupils. The provision for seating in dining rooms and lunchrooms has not been brought up to standard in all educational institutions, vocational-technical secondary schools, and general education schools. The public catering network in student dormitories and in a number of general education schools is weakly developed.

In dining rooms and lunchrooms a high-quality and diverse assortment of dishes is not always provided for and violations of food preparation technology and packaging standards and the serving of inferior dishes are tolerated. The appropriate trade in semi-prepared foods, culinary and confectionary products and soft drinks has not been organized. Often vegetable and potato dishes, dairy and proportioned products, and comprehensive and dietetic food are absent from the menu. There have been cases when the production locations, commercial halls, equipment, and inventory are kept in unsatisfactory conditions, the regulations for storing and processing of products are not observed and other violations of sanitary conditions are allowed.

The Ministry of Trade and the Moldavpotrebsoyuz [Moldavian consumer union] have not achieved observance of agreed commitments by all public catering enterprises called upon to supply students and pupils, nor the eradication of cases of violations, misuses, misappropriation, and spoiling of produce, nor irregular adjustment in costs and price increases. Public commissions, parents' committees and educational councils, endowed with control functions to eliminate these and other deficiencies have been poorly attended.

The failure to fulfill plans for the construction of public catering enterprises, their expansion and for major and routine repairs has negatively influenced the ability to provide seating in the dining rooms and lunchrooms of educational institutions. The ministries, state committees, and departments of the republic conducting the construction of vocational-technological schools and of general education schools are not taking the necessary measures for a complete assimilation of capital investments allotted to these goals.

In the adopted resolution the commission recommended to the Ministries of Higher and Secondary Specialized Education, Education, Public Health, Trade, Construction, Rural Construction, Fruit and Vegetable Industry, Agriculture, Light Industry, Automotive Industry, Consumer Services, and to the Moldavpotrebsoyuz and the State Committee for Vocational-Technological Education to develop and carry out specific measures directed at bringing the provisioning of all departments of educational institutions with public catering enterprises and with up-to-standard seating to an end in the next few years;

To the Ministries of Higher and Secondary Specialized Education, Education, Trade, and to the State Committee for Vocational-Technological Education, to the Moldavpotrebsoyuz and to other ministries, state committees and departments of the republic to take measures to open additional stores and culinary departments, improve the organization of dietary cooking, provide all that is needed for students and pupils in them, to strictly maintain sanitary requirements and routine established for them in public catering enterprises, to promote public inspection of public catering enterprises, especially for the purpose of suppressing various misuses, and more strictly control the quality of food and of culinary service;

To the Gosplan together with the republic Mintorg [Ministry of Trade] and Moldavpotrebsoyuz to resolve the matter of the timely provisioning of educational institution dining rooms with products in full accordance with established norms;

To the Ministry of Trade and to the Moldavpotrebsoyuz to raise the responsibility of officials and workers of public catering enterprises for the quality food being prepared, for the calorific value and assortment of dishes, for the maintenance of costs and technology of food preparation; to take strict measures of action against violators of Soviet commerce regulations, to improve work through the introduction of progressive forms of service of students, to provide dining rooms with dishes, place settings,

appliances, refrigerators, commercial equipment, and furniture in conformance with norms, and to carry out in time preventive maintenance and remodeling of equipment;

To the Ministry of Public Health of the republic to strengthen monitoring of sanitary-hygienic conditions and the maintenance of anti-epidemic regulations of public catering enterprises at educational institutions and general education schools.

The commission acknowledged the necessity to improve in rayons and cities the cooperation of state and trade union agencies in strengthening the monitoring of the public catering organizations of educational institutions.

The Deputy Chairman of the Presidium of the Supreme Soviet of the Moldavian SSR S. S. Sidorenko participated in the meeting of the commission.

12585

CSO: 1827/95

CONSUMPTION TRENDS AND POLICIES

BRIEFS

NECESSITY FOR EXTENDED HOURS--On 14 January of the present year the plane operator at the Smelyansk Machine Building Plant V. A. Mokritskiy and V. K. Chirchik, the milling machine operator at the Kiev plant "Arsenal" imeni V. I. Lenin, appearing at the republic's worker's meeting presented on the pages of PRAVDA UKRAINY, raised the important question of so-called forced absences, violations of work discipline through the fault of several state institutions and service enterprises. (Their statement was called "Absence with the Administration's Permission.") The editorial staff obtained responses to this statement from the directors of a number of ministries and departments in the republic--the Ministry of Housing and Municipal Services, the Ministry of Finance, the Ministry of Internal Affairs, the Ministry of Health, the Ministry of Justice, the Ministry of Consumer Services, and the Ministry of Trade (published 11 and 22 February and 3 March). In each of these responses it was reported that all state institutions associated with the reception of visitors, all medical institutions and service enterprises are changing over to a new schedule in which the time for receiving citizens was extended considerably and the number of enterprises open on Saturday and Sunday was increased. Today the paper instructed its correspondents in Odessa, Zhitomir, and Kirovograd to verify which conveniences the new work schedule of service enterprises brought to the people and what it was still necessary to improve and perfect. [Text] [Kiev PRAVDA UKRAINY in Russian 6 Sep 83 p 2] 12585

CSO: 1827/95

END

END OF

FICHE

DATE FILMED

26 March 1984